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We are committed  
to your growth

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2024

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EPP

Academy  
Catalogue

Value Monetization,  
Pricing & RGM Excellence



EPP is proud about the positive impact and transformation our learning programs have created over the past decade in the value monetization, pricing and RGM community and their business. We put the bar high for you when it comes to your career development.



### Faculty excellence

Our faculty comprises seasoned practitioners and experts who bring real-world insights into the room.



### Actionable Learning

We focus on delivering actionable learning experiences that equip you with practical skills and strategies to implement immediately.



### Industry specific

We tailor our programs to your needs. All our programs focus on specific know-how and know-what in your business.



### Continuous learning

Learning never stops. We provide ongoing support and access to our resources to ensure you stay up-to-date with the latest trends.

EPP equips the global value monetization, pricing and RGM community with the skills and knowledge driving your business growth and profitability goals.

**Our programs are continuously innovated to the latest trends and our faculty is the best you can find.**





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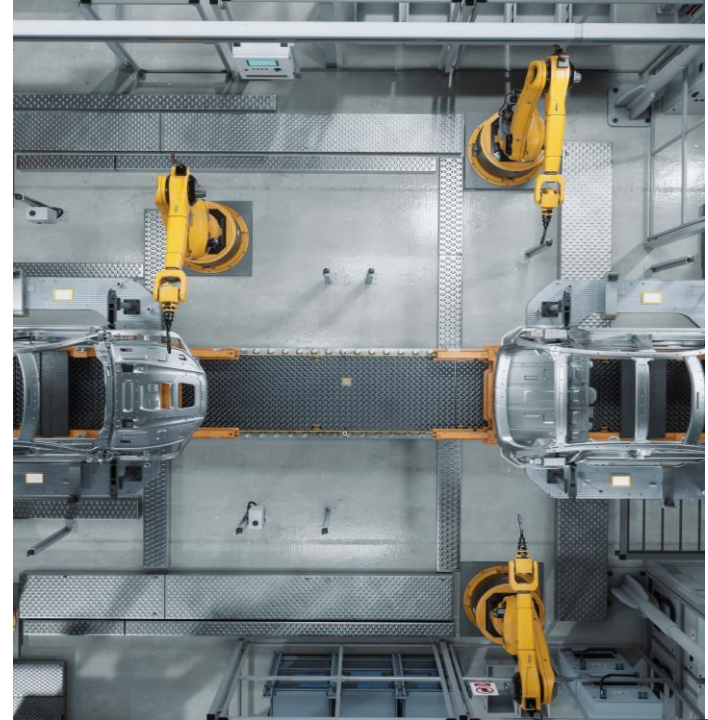
## Give your career a boost and get certified



Certified Pricing Manager  
CPM (B2B)



Certified Pricing Executive  
CPEX (B2B)



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## Open B2B programs

- **Strategies & Tactics of Pricing**
- **Value Pricing in Practice**  
*Innovation Tools & Techniques*
- **Spare Parts Pricing**
- **Economic Value Modeling (EVM)**

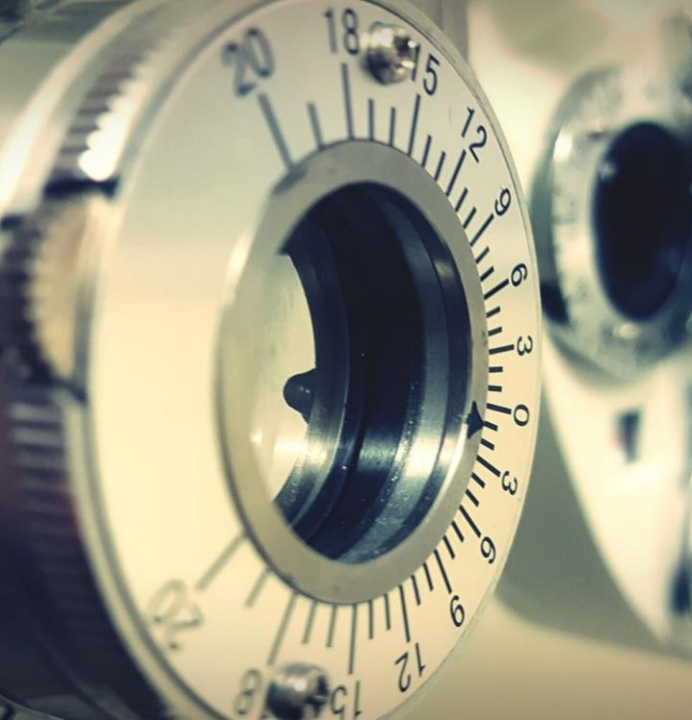


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## B2B focused programs

Navigate the complexities of B2B pricing and unlock profit potential with our comprehensive programs.

Equip yourself with the expertise to set-up your vital analytics, develop effective pricing strategies, manage dynamic pricing models and stay ahead of evolving trends with our focused training programs.



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## Give your career a boost and get certified



Certified Pricing Manager -  
Pharma CPM Pharma



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## Open Life Sciences programs

- **Pharma essential (Online)**
- **Tender Wargame**
- **Medtech Pricing –Strategies & Tactics**
- **Value Based Agreement in Healthcare**
- **Strategies & Tactics of Pricing**



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## Life Sciences focused programs

In the highly regulated and evolving healthcare industry, effective pricing strategies are essential for success.

Gain deep understanding of pricing principles, analytical tools, tender processes, value-based agreement and market dynamics specific to the pharma and medtech industries.



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## Give your career a boost and get certified



Certified Revenue Growth Manager CRGM



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## Open FMCG/CPG programs

- RGM Essentials program
- Trade Promo Optimization (TPO)



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## FMCG/CPG focused programs

In the competitive FMCG/CPG industry, RGM is a critical driver of brand success.

Leverage RGM capabilities for triple win. Develop effectively trade plans, and learn to gather, analyze, and interpret market data, consumer insights, and competitor actions to take defensive or strategic actions.

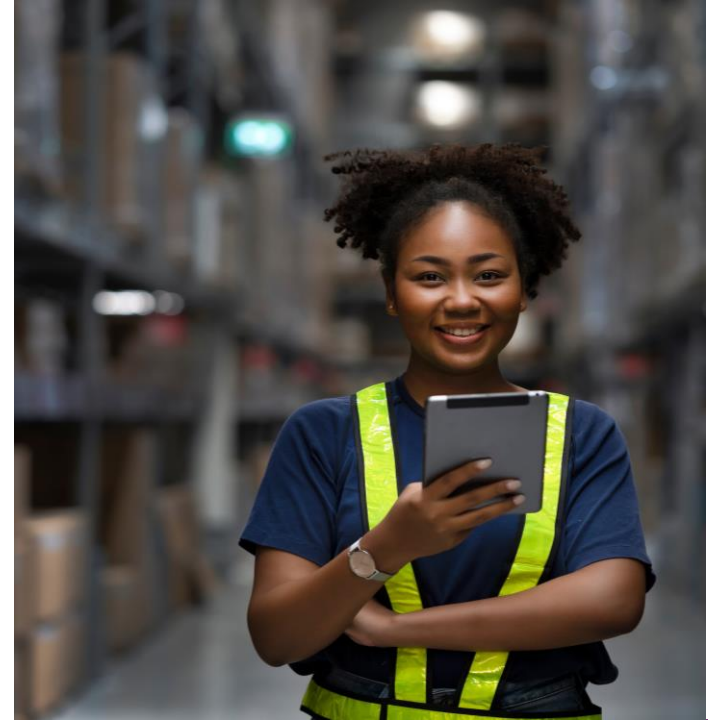


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## Give your career a boost and get certified



Certified Pricing Manager -  
Retail CPM Retail



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## Open Retail programs

- **Strategies & Tactics of Pricing**



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## Retail focused programs

In the dynamic retail landscape, across both online and brick-and-mortar channels our programs yield substantial benefits.

Learn and discuss how to develop effective (multi-channel) pricing strategies.

Familiarize yourself with dynamic pricing to yield.

## All Certification Programs

Certified Pricing Manager (B2B)  
CPM

Certified Pricing Executive (B2B)  
CPEX

Certified Pricing Manager - Pharma  
CPM Pharma

Certified Pricing Manager - Retail  
CPM Retail

Certified Revenue Growth Manager  
CRGM

## All Open Programs

Strategies & Tactics of Pricing

Value Pricing in Practice  
Innovation Tools & Techniques

Spare Parts Pricing

Economic Value Modeling (EVM)

Pharma essential *(online)*

Tender Wargame

Medtech Pricing

Value Based Agreement in Healthcare

RGM Essentials program

Trade Promo Optimization (TPO)



"This training was very valuable to me to get to know the practical process of value based modelling and I will try to imply this in the future certainly for some of our models."



"It was a great course and is already paying dividends with our pricing team !"



"The CPM Pharma is an excellent training program offered by EPP."

It has very broad coverage of topics related to pricing in Pharma industry including state-of-the-art methods. I have not only largely extended and deepened my knowledge and know-now in the pricing and reimbursement domain but also have formed the network with professional experts in this domain.

[For calendar click here](#)



[For calendar click here](#)





## EPP ACADEMY

Make professional development a continuous part of your pricing and revenue growth management career.

### Trusted by Global Leaders





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**Contact us,  
happy to support you.**

Contact our team today to discuss your specific learning needs and embark on a transformative journey towards Pricing and RGM excellence.

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**Contact**

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[www.pricingplatform.com](http://www.pricingplatform.com)

