



# ONLINE CERTIFIED PRICING MANAGER

Your Path to Mastering Core Pricing Excellence Processes

EPP® CERTIFIED

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B2B

Certified Pricing Manager

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# About the Certification

The **Certified Pricing Manager (CPM) B2B Online Program** is designed to enhance and validate your expertise in pricing, revenue management, and business growth strategies. This certification focuses on the B2B sector, addressing the **unique challenges and best practices required to excel in pricing strategy and execution**.

The certification consists of eight in-depth modules, each providing a practical, hands-on learning experience to help professionals **develop pricing strategies, implement price structures, and manage margin improvement projects effectively**.

## MODULE 1

### YOUR PRICING EXCELLENCE ROADMAP

- Learn about the EPP Pricing Maturity Model and a structured roadmap to pricing excellence.
- Identify key pricing projects for transactional control, including:
  - Price guidance (floor/target prices).
  - Effective price deviation processes.
  - Vital pricing analytics.
- Assess your organization's pricing maturity and define pricing goals for the next 12 months.
- Understand the EPP Value Monetization and Pricing Excellence Framework, the foundation of this certification.

## MODULE 2

### LINKING PRICING TO COMMERCIAL STRATEGY

- Define a pricing strategy aligned with business goals.
- Learn how to analyze and position your price/value line.
- Understand when to act as a price leader, follower, or challenger.

## MODULE 3

### PRODUCT/SERVICES PRICING

- Develop a pricing architecture, including:
  - Offer structures and pricing plans.
  - Choosing the right price metrics.
- Implement value-based pricing, covering key concepts such as:
  - Price segmentation.
  - Value mapping.
  - Price elasticity and sensitivity.
  - Price/volume trade-offs.
- Utilize research tools for economic value calculation.

# About the Certification

## MODULE 4

### **CHANNEL PRICING – BUILDING AN EFFECTIVE DISCOUNT POLICY**

- Design an effective discount and surcharge policy.
- Build and implement a price waterfall.
- Develop pricing analyses to identify margin improvement opportunities.
- Establish commercial terms to optimize revenue.

## MODULE 5

### **PRICE GUIDANCE AND EXECUTION**

- Implement price guidance with floor/target prices across different channels and segments.
- Manage price deviations to balance volume and profitability.
- Develop strategies to prevent cross-border price conflicts and ensure consistency across markets.

## MODULE 6

### **PRICE REVIEWS**

- Establish pricing review processes to maintain transactional control.
- Prepare and execute list price changes effectively.
- Ensure compliance with pricing regulations and minimize pricing errors.

## MODULE 7

### **INSTALLING YOUR VITAL PRICING ANALYTICS & REPORTING**

- Set up critical pricing, revenue, and margin analytics, including:
  - Price band analysis.
  - Profitability analysis.
  - Price waterfalls.
  - Portfolio analysis.
- Implement key pricing KPIs for performance tracking.

## MODULE 8

### **STARTING MARGIN IMPROVEMENT PROJECTS**

- Identify and fix price and margin leakages in product and customer portfolios.
- Develop a 12-month roadmap for pricing reports and margin improvement initiatives.
- Focus on execution and measuring profitability improvements.



# About the Certification

## LEARNING OBJECTIVES

The **CPM B2B Online Program** is designed to provide professionals with the essential knowledge and tools to master pricing excellence in a B2B environment. Throughout the program, participants will develop a strategic and analytical mindset, enabling them to make informed pricing decisions that drive profitability and sustainable growth.

By the end of the certification, you will have a structured framework to optimize pricing strategies, enhance revenue management, and implement best practices that align with your company's commercial objectives.

- **Develop a Strategic Pricing Mindset** – Align pricing with business goals.
- **Master Value-Based Pricing** – Set prices based on customer value and market positioning.
- **Enhance Pricing Execution** – Implement price guidance, discount policies, and compliance.
- **Optimize Revenue & Profitability** – Identify margin leakages and leverage pricing analytics.
- **Gain Hands-On Experience** – Apply key pricing tools like segmentation and price waterfalls.
- **Improve Cross-Functional Collaboration** – Align pricing with finance, sales, and marketing.
- **Earn a Recognized Certification** – Validate your expertise with an EPP certification.

## WHO IS THIS PROGRAM FOR?

The CPM B2B program is ideal for professionals involved in pricing, revenue management, growth strategies, and process optimization. It is specifically tailored for:

- **Professionals with 3 months to 3 years of experience in pricing**, looking to strengthen their expertise and build a solid foundation in pricing methodologies.
- **Business professionals with over 5 years of experience**, possessing a strong understanding of business operations, finance, sales, and marketing, who want to refine their pricing capabilities and strategic decision-making.

# Subject Matter Experts

The **CPM B2B Online Program** is led by renowned subject matter experts with extensive experience in **pricing strategy, revenue management, and commercial excellence**. Our trainers bring a unique blend of consulting, corporate leadership, and hands-on training experience, ensuring that participants gain both theoretical insights and practical applications.



## IAN TIDSWELL

### Experienced Independent Consultant | Co-Founder, Ideal Price

Dr. Ian Tidswell has over 20 years of **experience in B2B pricing**, working across startups, multinational enterprises, and consulting firms. As a former McKinsey consultant, he has led pricing transformations at Vendavo, Medtronic, and Syngenta. Today, Ian trains, advises, and coaches some of the world's most innovative companies, helping them **design pricing architectures that align with their commercial goals**.

He has been a trainer for EPP for the past years, contributing to programs such as CPM2 & 3, Channel Pricing, and MedTech. Based in Basel, Switzerland, Ian is passionate about **networking, knowledge exchange, and helping professionals confidently shape their pricing strategies**.

*"CPM programs offer a unique mix of theory, best practices, and hands-on exercises. I love learning about participants' experiences and continuing to support them beyond the program."*



## DIANA COELHO

### Experienced Management Consultant | Associated Partner

With 15 years of experience in Commercial Excellence consulting, Diana specializes in **Pricing, Revenue & Profitability Management, Customer Segmentation, Market Assessment, and Commercial Analytics**. She has worked as both an in-house consultant for manufacturing companies and a leading consulting firm, **managing large-scale pricing transformations and optimizing B2B pricing processes**.

Diana has led teams of up to 16 people across multiple countries, with expertise in **facilitating workshops, managing pricing operations, and driving cross-functional projects for margin improvement**. Her hands-on approach ensures that CPM participants can immediately apply their learning to real-world business challenges.

*"CPM is a hands-on program where participants gain practical insights and apply them immediately. The dynamic discussions and final project charter ensure actionable takeaways for their day-to-day work."*

# Your Learning Journey

The **CPM B2B Online Program** is just the beginning of your structured learning path. Upon completing the modules, you'll be fully prepared to align your knowledge with real-world applications and develop the expertise needed to drive pricing excellence.

## Enroll & Get Started

Sign up and access your learning platform.



- Receive login credentials.
- Explore pre-readings and complete your Organizational Pricing Maturity Assessment.
- Self-paced program with up to 12 months to complete.

## Core Modules & Exams

Build a strong foundation with structured learning.



- 7 Core Online Modules covering pricing, revenue management, and execution.
- Module assessments and final exam
- If you have any questions during the process, we can connect you with the trainers for guidance and support.

## Your Project Charter

Apply what you've learned and take action.



- Develop a personal project charter to improve pricing excellence in your company.
- You have a maximum of 30 days to complete this phase.

## Certification Exam

Showcase your expertise and get certified.



- CPM B2B Online Exam must be completed within 60 days after your Project Charter.
- The Exam consists of 20 multiple-choice questions, with a passing score of 70%, and up to 3 attempts.

## Certification & Benefits

Get certified and unlock premium benefits.



- Validate your expertise and enhance your professional profile.
- Enjoy 12 months of EPP Prime, providing access to exclusive materials, resources, and discounts on EPP learning initiatives and events.

## Peer Network Meetings

Join a community of pricing professionals.



- Engage with peers in pricing and revenue management near you.
- Share experiences, gain industry perspectives, and expand your professional network.



**TALK TO A LEARNING ADVISOR**



Connect with our team if you have any questions or need further clarification. Feel free to reach out to us at:

**[academy@pricingplatform.com](mailto:academy@pricingplatform.com)**



[pricingplatform.com](https://pricingplatform.com)

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EPP is a global community for pricing and revenue management professionals. We collaborate with forward-thinking businesses to co-create impactful learning experiences, events, and content that drive revenue growth and profitability.