



We are committed  
to your growth!



# EPP Online Learning Catalogue

Certifications | Courses | Webinars

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## Discover the EPP Online Learning Platform

At EPP, we are continuously developing and expanding our online learning offerings to meet the needs of professionals seeking flexibility and practicality. Our platform is designed to provide easy access to high-quality content, allowing you to learn at your own pace and apply your knowledge directly to your work.

### Flexible Learning



Access learning anytime, anywhere and study at your own pace.

### Real-World Insights



Explore practical examples and case studies from industry leaders.

### Expert Knowledge



Gain actionable strategies from experienced pricing professionals.



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Explore our wide range of online courses, crafted to help you develop specialized skills and achieve your professional goals.

Visit the EPP Online Portal to discover all that we have to offer and take the next step in your learning journey!

[Learn More](#)

# Certified Pricing Manager B2B Online

Acquire the knowledge and skills necessary to implement effective pricing strategies within your organization. This certification program equips professionals with the tools to **enhance value creation and drive strategic pricing decisions**.



Leading organizations recognize Certified Pricing Manager (CPM) B2B as the top certification programs for B2B pricing professionals, worldwide.

This program, structured into eight in-depth modules, equips participants with the expertise to master **strategic pricing**, implement **value-based methodologies**, and leverage **actionable analytics**. Tailored specifically to the complexities of B2B markets, the CPM program provides practical frameworks and industry insights, giving participants a clear **roadmap** to establish vital pricing excellence processes, enhance profitability, and build strong professional credibility.

[Learn More](#)

## Key Benefits

- Become a **Certified Pricing Manager (CPM) B2B** with official EPP certification and **2 years** of full access to updated program materials.
- Improve profitability through **practical pricing strategies, real business cases, and expert-led presentations**.
- Gain a competitive edge with advanced analytics, margin improvement techniques, and access to **2 electives of your choice** from our pricing portfolio.
- Benefit from **1 year of EPP Prime Membership**, including exclusive resources like webinars, articles, templates, and tools.
- Receive personalized support from a dedicated **Learning Advisor** throughout your journey.





# Expert-led Online Courses

Find the right course for you



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## STRATEGIES & TACTICS OF PRICING

Gain a solid foundation in strategic pricing and practical tactics to capture value and improve profitability. Led by Pol Vanaerde, this course is ideal for cross-functional teams.

[Discover more](#)



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## RESEARCH TECHNIQUES FOR VALUE BASED PRICING

Learn research methods to support value-based pricing—from customer insights to willingness-to-pay analysis. In conjunction with Danilo Zatta, this course equips you with practical tools for pricing success.

[Discover more](#)



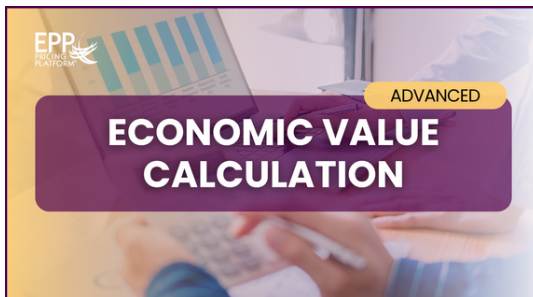
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## SERVITIZATION PRICING

Understand how to price service-based business models and outcome-driven offerings. In conjunction with Marcel Körner, this course focuses on pricing strategies for organizations shifting from products to services.

[Discover more](#)



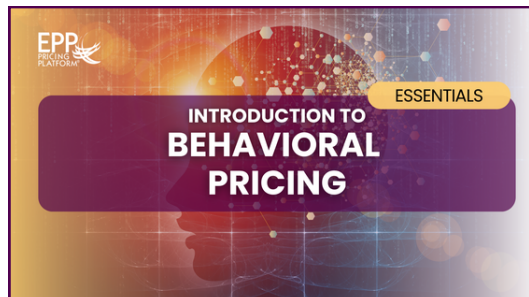
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## ECONOMIC VALUE CALCULATION

Develop the skills to quantify and communicate the economic value your product delivers. In conjunction with Diana Coelho, this program helps professionals move from cost-plus to value-based pricing.

[Discover more](#)



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## INTRODUCTION TO BEHAVIORAL PRICING

Learn how customer psychology influences pricing decisions and apply tactics to drive purchase behavior. In conjunction with Prof. Kai-Markus, this course blends behavioral economics with practical pricing strategies.

[Discover more](#)



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## INTRODUCTION TO TRADE PROMO OPTIMIZATION

Learn how to elevate your promotional effectiveness by transitioning to TPO using data analytics and AI-driven solutions. Designed by Julien Guyonnet, this program is ideal for drive growth through smarter trade investments.

[Discover more](#)

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## Stay informed with our expert-led **Webinars**

Access a library of past webinars featuring valuable insights from pricing professionals on trends and strategies. Explore essential topics delivered by industry experts to keep your knowledge up-to-date and your strategies sharp.

- Managing Uncertainties in Pricing | **Accenture**
- Achieving the triple win: RGM Value generation for manufacturers, retailers and shoppers | **Buynomics**
- Understanding the right pricing to win a category with strong own label | **Epic Conjoint**
- Operational pricing excellence: What great looks like and the process and tools needed to achieve it | **Eversana**
- Preparing your Global Pricing Functions & Technology for Dynamic Market Events | **ModelN**
- Support your customers with sustainable transformation while driving profitable growth | **PWC**
- The Alchemy of AI-Transforming Data into Gold | **Horváth**
- Exploring the Evolution of the Modern Pricing Team | **Vendavo**
- Unlock the Power of AI to Optimize Pricing and Maximize Profits | **PROS**

*and many more!*

[Access All Webinars](#)



## Upcoming Webinars

Stay ahead of the curve with our upcoming live webinars. EPP, in collaboration with industry partners, brings you current topics and invaluable insights to keep your pricing strategies sharp.

[View Upcoming Webinars](#)



## EPP ACADEMY

Make professional development a continuous part of your pricing and revenue growth management career, with the support and expertise we provide **every step of the way.**

## Trusted by Global Leaders



[www.pricingplatform.com](http://www.pricingplatform.com)  
for more references



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## Reach out to us, we're happy to support you!

Get in touch with our team today to explore your unique learning needs and start your journey towards Pricing and RGM excellence.

TALK TO THE LEARNING TEAM



## Contact Us:

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