



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



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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.