

STRATEGIES & TACTICS OF PRICING

During this 2 day training you are offered a firm base for a targeted pricing policy.

You will learn, discuss and reflect how to increase your organizational pricing maturity and how to define your roadmap to realise margin improvement.

You will gain insights in the elements that will influence price and learn the different steps of an optimal pricing

process, with both classic and innovative price setting methods.

You'll also discuss how to detect which factors cause price pressure and how to handle them.

The training is punctuated with life cases and practices.

STRATEGIES & TACTICS OF PRICING

ALL IN-AND-OUTS TO IMPROVE YOUR PRICING EXCELLENCE

Learning Objectives

- Learn to assess your organisational pricing maturity and reflect on your own path towards pricing excellence;
- Reflect on your organisational capabilities and define your prio-settings;
- Have a good understanding of the different price setting techniques to link them with your price strategy;
- Learn about value, which price strategy to choose;
- Learn about the 20 most used pricing plans;
- Learn about the most used price setting techniques;
- Gain insight in understanding price elasticity;
- Gain insight how to bridge the most important knowledge gaps to set a value based price;
- Learn how to avoid price pressure and price wars and how to fight them when fighting is unavoidable
- Gain expert insight and advice from an expert trainer with vast relevant cross-functional experience from both industry and consultancy.

This training is highly rated: 9/10!



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POL, I WANTED TO THANK YOU FOR THE TRAINING YOU PROVIDED THIS WEEK. WE ALL REALLY ENJOYED IT AND WE THOUGHT THE WEALTH OF EXAMPLES YOU PROVIDED MADE THE TRANSITIONING VERY RELEVANT. I WILL REALLY RECOMMEND THIS TRAINING INTERNALLY IN VODAFONE. Alexis Alphan, Enterprise Pricing Strategy at Vodafone

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For Whom?

Pricing team member, pricing manager, marketeers, product managers, key account managers, financial professionals, controllers, market research professionals, and pricing experts – from all industries.

In fact, it's for everyone who wants to gain a solid basis in pricing or spice-up their pricing skills in an intensive 2-days training.

This is your opportunity to learn, discuss and reflect on how to optimise your pricing and margins



*Katharina Thiele,
Director Global
Commercial
Development/
Market Access
at Otsuka Novel
Products GmbH*

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REALLY GOOD TRAINING WHICH PROVIDES A COMPREHENSIVE INSIGHT IN THIS COMPLEX TOPIC. I RECOMMEND TO PARTICIPATE AS YOU ONLY CAN BENEFIT FROM THE RICH EXPERIENCE OF THE TRAINER.

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PROGRAMME

MODULE 1 | REFLECTIONS ON THE IMPORTANCE AND IMPACT OF PRICING

- What can go wrong?
- What is a good price?
- The impact of pricing
- Art or science?
- What is pricing exactly?
- Where are you in your pricing excellence practice

MODULE 2 | REFLECTIONS ON A PROVEN PATH TOWARDS PRICING EXCELLENCE

- Is there a proven path to improve organisational pricing maturity?
- What can we learn from the leaders in pricing (cross industrial)?
- And from whom do we want to learn?
- Reflections on your own organisational pricing capabilities
- Discuss and learn the challenges and priorities to improve your pricing maturity roadmap
- Concrete actions to increase your pricing maturity: make it really happen!

MODULE 3 | PRICING POLICY

- What price strategy to choose?
- The 30 pricing plans to choose between ...
- The classic pricing knowledge gaps before we can set 'the right price'
- Understanding price segmentation
- Understanding willingness to pay
- Understanding price elasticity
- The 11 most frequently used pricing methods
- How to set a value based price in practice

MODULE 4 | CLOSING THE KNOWLEDGE GAPS

MODULE 5 | PRICE SETTING

WRAP-UP / LESSON LEARNED

MEET YOUR FACULTY

POL VANAERDE
*Managing Director and
Founder of
EPP*



Pol is the initiator of the EPP and also still working as consultant (PAGE-37 → pricing, profit optimisation and RM consultants). He has a track record of a large portfolio of in-companies (product management, market strategy and price management) in different industries, worldwide. He is finally also guest lecturer at several international universities.

**APPLY NOW!!!
PLEASE VISIT**

**WWW.PRICING
PLATFORM.COM**



PRACTICAL INFORMATION

Registration

€ 1895 (non-member rate)

Group rates

- 15% discount if you bring one colleague
- 20% discount if you bring two colleagues or more

EPP Prime members receive additional discount!

The training fee includes :

- Course material - print and digital
- Coffee, tea & refreshments during the course
- Lunches during the course

It does not cover travel, accommodation or other incidentals. We recommend you to book your flights/travel/accommodation in advance to avoid last rates.

We try to negotiate special hotel rates if possible - please ask the hotel for the best rates.

If you have special requests, please connect with Ripsime Matevosian.

Questions? We help!

Please contact our EPP Pricing Academy Team!



RIPSIME MATEVOSIAN
*Program Manager:
Learning & Development*

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MORE INFORMATION ON WWW.PRICINGPLATFORM.COM

**Online registration:
Quick and Easy!**

REGISTER ONLINE VIA
**WWW.PRICING
PLATFORM.COM**



In company – Customised

All programs can also be delivered as an in-company programme – or customized on demand.

For more information on the in-company and customized training programmes, please contact ripsime.matevosian@pricingplatform.com

Contact EPP

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