



**ONLINE COURSE**

# Economic Value Calculation

Master the techniques to quantify, communicate, and capitalize on your product's unique value to drive profitability and market leadership.

# About the Online Course

**Economic Value Calculation (EVC)** equips professionals with the tools to translate product differentiation into measurable economic value, enabling premium pricing and competitive advantage.

Participants will learn to:

- Define and quantify economic value in B2B contexts.
- Map features to tangible customer benefits using Key Buying Factors (KBFs).
- Apply the EVC framework to justify pricing strategies.
- Design compelling value communication for sales teams.
- Integrate price sensitivity and cost considerations into value-based pricing.

## LEARNING AGENDA

- **What is Value**
  - The Foundations of Value
  - Customer Segmentation
- **Feature-Benefit Value Mapping**
  - Key Buying Factors
  - Understanding Consumer Benefits
  - Creating unique benefits with digital data
  - Assessment of Full Value Spectrum
- **Key Steps for Economic Value Calculation**
  - What is EVC?
  - Key steps for EVC
  - Value Mapping
- **Translating Value Into Pricing**
  - Translating Value into Pricing
  - Further Considerations
- **Using EVC as Input to Value Selling**
  - Behavioral Selling
  - Buyer segments

# About the Online Course

## LEARNING OBJECTIVES

In this course, you'll master the Economic Value Calculation (EVC) methodology—a proven framework to quantify your product's unique worth and translate it into strategic pricing. Whether you're setting prices for a new product, defending premium positioning, or refining value communication, **EVC provides the data-driven foundation to maximize profitability.**

By the end of the program, you'll be equipped to:

- **Measure** differentiating value in economic terms.
- **Align** prices with customer willingness to pay.
- **Persuade** buyers with compelling value stories.
- **Optimize** pricing strategies across market segments.

Go beyond cost-plus or competition-based pricing—learn to price with confidence by anchoring your decisions in **customer-perceived value**. With rising cost pressures and commoditization, companies that master EVC outperform peers—locking in higher margins and winning more strategic deals.

## WHO IS THIS PROGRAM FOR?

This course is designed for pricing, commercial, and sales professionals who want to move beyond guesswork and justify prices with data-driven value insights. Whether you're setting prices, negotiating deals, or designing value propositions, **EVC gives you the tools to maximize profitability while keeping customers aligned.**

Ideal for:

- **Pricing Managers & Analysts:** Defend premium pricing with quantifiable value.
- **Product Managers:** Highlight differentiation and steer feature development.
- **Sales Leaders:** Equip teams with persuasive value arguments.
- **Revenue Growth Strategists:** Shift from cost-based to value-based pricing.

**Industries:** Manufacturing, Technology, Professional Services, Energy, and more.

# Subject Matter Expert

## DIANA COELHO

Learn from a practitioner who has applied EVC in real-world pricing transformations—gaining actionable insights you can implement immediately.

**Diana Coelho** is a commercial transformation leader who has walked the talk of value-based pricing in complex B2B environments. Over 15 years, she's helped global manufacturers and technology firms turn pricing from a back-office function into a strategic growth lever – and she'll show you how to do the same.

What sets Diana apart is her unique blend of analytical rigor and commercial pragmatism:

- She speaks the language of finance teams (with robust economic models)
- Sales teams (with battle-tested negotiation frameworks)
- And executives (with clear ROI stories)

Her approach always starts with the same question: "How does this create measurable value for the business?" This focus on execution and impact has delivered:

- 12-18% margin improvements in commodity sectors
- 30% faster deal cycles through value-based selling
- Pricing operations that scale across regions





# About EPP – Pricing Platform

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.

At EPP, we empower the global value monetization, pricing, and RGM community with the essential skills and knowledge to drive business growth and profitability.

Our programs are continually updated to reflect the latest industry trends, and are taught by world-class faculty. We offer a range of learning experiences designed to meet diverse needs, including:

- **Certification Programs**
- **Open Programs**
- **Online Courser**
- **Costumized Programs**

Each of these offerings is crafted to equip you and your team with the tools necessary for success in today's competitive business environment.



## **Faculty excellence**

Our faculty consists of experienced practitioners and experts who provide valuable real-world insights.



## **Actionable Learning**

We deliver actionable learning experiences, equipping you with practical skills and strategies to apply right away.



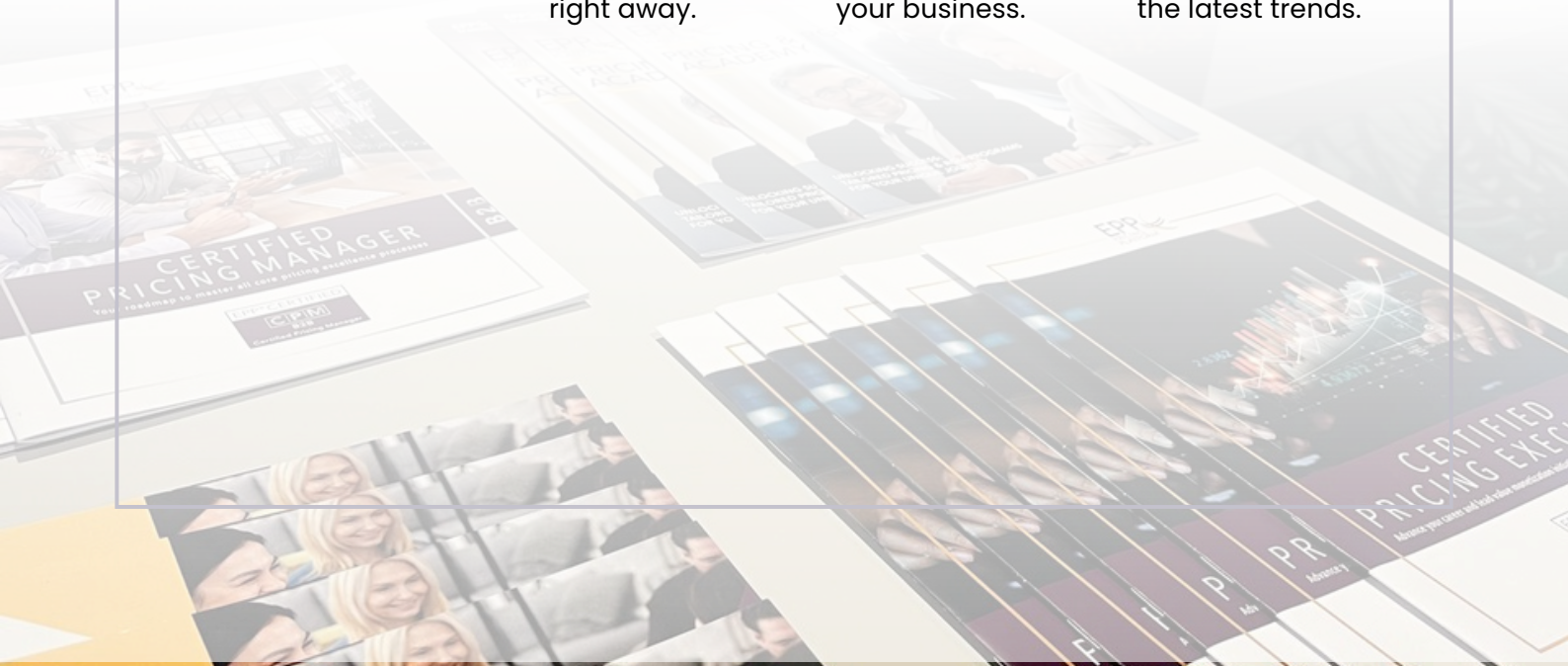
## **Industry specific**

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 offer continuous support and access to our resources, keeping you up to date with the latest trends.



**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.