



TRAINING

# VALUE BASED PRICING IN PRACTICE

**EPP**  
PRICING  
PLATFORM®

INNOVATIVE TOOLS AND TECHNIQUES

*This is a unique learning opportunity  
to enhance your skills and knowledge in pricing!*

# VALUE BASED PRICING IN PRACTICE

## INNOVATIVE TOOLS AND TECHNIQUES

### Program Overview

Elevate your pricing expertise and drive business success with this comprehensive training program. Discover value-based pricing strategies, harness cutting-edge research tools, and master customer insights to optimize profitability and market leadership.

### Target Audience

This training is designed for professionals with expertise in pricing, revenue growth, marketing, sales, and product management across various industries, including:

- **Pricing Professionals:**  
Pricing Director, Pricing Manager, Pricing Analyst
- **Revenue Growth Professionals:**  
Revenue Growth Management Director, Revenue Growth Management Manager, Revenue Growth Management Analyst
- **Marketing and Sales Professionals:**  
Marketing Director, Marketing Manager, Marketing Analyst, Sales Director, Sales Manager, Sales Analyst
- **Product Management Professionals:**  
Product Manager
- **Industries:**  
Manufacturing, Technology, Retail, Professional Services, Healthcare, Consumer Goods, Logistics, Energy, Travel and Tourism

**An immersion of 1½ days  
can not only accelerate  
knowledge sharing  
but boost your team cohesion  
and transfer to practice!**

### Learning Objectives

*By attending this training, you will learn to:*

- Master the core principles of value-based pricing.
- Apply pricing research techniques to measure price elasticity and customer segmentation.
- Learn how to use neuropricing tools to understand your customers' value perceptions.
- Develop and implement data-driven pricing strategies that drive profitability.
- Use pricing research to make informed decisions about pricing, promotion, and discounting.

This is your opportunity to learn, discuss and reflect on new trends and most used pricing research tools for value-based pricing.

### Program highlight

- Interactive sessions and firsthand exercises
- Innovative pricing research tools and techniques
- Real-world case studies and examples
- Expert faculty with extensive industry experience

### Benefits

- Increased profitability
- Enhanced customer value perception
- Improved market position
- Reduced pricing risk
- Enhanced strategic decision-making.

Take the first step towards pricing excellence today!

Enroll in this program and start driving profitability and business success!

**APPLY NOW!!!  
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# PROGRAMME

## The Learning Journey (Program Setup and modules)

### MODULE 1 | INTRODUCTION WORKSHOP AND PARTICIPANTS

- Get-to-know!
- Warm-up
- Understanding the process of value-based pricing

### MODULE 2 | PRICING SEGMENTATION

- Segment your market first
- Understand value within segmentation
- When and how to segment customers
- How to use pricing research to segment customers
- Shall we segment customers for our pricing research, or shall we conduct pricing research to segment our customers?

### MODULE 3 | UNDERSTANDING PRICE / VALUE AND VALUE DRIVERS

- How to measure price and value perception
- Understand utility per feature
- Building your value proposition
- Exploring the willingness to pay
- Overview of different methods to understand willingness to pay
  - Gabor Granger
  - Van Westendorp Price Meter
  - Brand Price Trade Off (BPTO)
  - Choice Based Conjoint
  - Adaptive Conjoint
  - Dual Set Up Conjoint
  - Neuro/Brain Response Labs
  - Experiment (concept-testing)
  - Market/Store testing
  - PWYW

## MEET YOUR FACULTY

DR. DANILO ZATTA  
*PhD, MBA*



Dan Zatta is one of the world's leading advisors and thought leader in the field of Pricing and TopLine Excellence. As a management consultant for more than 25 years, he advises and coaches many of the world's best-known organizations. He has led hundreds of projects both at national and global level for multinationals, small and medium-sized companies as well as investment funds.

Dan has also written 20+ books including *The Pricing Model Revolution* (Wiley, 2022), an international best seller translated in 10+ languages. And *'The 10 Rules of Highly Effective Pricing'* (Wiley, 2024). He also acts as keynote speaker at conferences, events, associations, and at leading universities. Additionally, he supports several CEOs of leading companies as personal topline coaches.

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# PROGRAMME

## MODULE 4 | MEASURING PRICE ELASTICITY

- Apply basic tools to your own questions.
- Understand limitations of price elasticity
- Measuring price sensitivity Vs measuring price elasticity
- Understand if and how to use basic tools.
- Applications of conjoint
- Understanding how the decoy effect affects conjoint measures.
- Understanding if and when to use which method.

## MODULE 5 | NEUROPRICING™

- How and why using science to identify value perception
- Understand case applications
- Learning to integrate digital and scientific tools

## MODULE 6 | DISCUSS AND DEFINE YOUR OPTIMAL PRICE POINT

- Optimal Price point definition
- Discussion when and how to use Optimal Price Point
- Conclusion and Wrap up

## MEET YOUR FACULTY

PROF. KAI-MARKUS MUELLER  
*PhD*  
*Neurensics*



Kai-Markus Mueller is Professor of Consumer Behaviour at HFU Business School of Furtwangen University in Schwenningen, Germany, as well as Director of Pricing Research with Dutch consumer neuroscience pioneers Neurensics. Kai is co-author of the award-winning *The Invisible Game – The Secrets and the Science of Winning Minds and Winning Deals* (Wiley, 2023).

Previously, Kai founded a start-up and developed NeuroPricing™, a suite of neuro-technology-based methods to measure and model the optimal price – meanwhile acquired by Neurensics. He holds a PhD in neuroscience and has worked with a leading management consultancy. His work has been featured by the BBC, Forbes, Businessweek, ZDF, Der Spiegel, and many more.

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# PRACTICAL INFORMATION

## Subscription

EPP Prime Subscriber?

Log-in to get your member discount on the training.

Additionally, get direct access to the best resources, weekly updated with new content, webinars, dynamic talks, tools from the EPP Community.

Subscribe your team and benefit from important group discounts.

Find all your benefits in the membership area:

[EPP Prime \(pricing platform.com\)](https://pricingplatform.com)

**Online registration:  
Quick and Easy!**

REGISTER ONLINE VIA

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## 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

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

## Contact EPP

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