

ECONOMIC VALUE MODELING

The best B2B enterprises win by implementing value-based pricing strategy and selling differentiated products and services. They win profitably by realizing prices that reflect the customer value of their differentiation. EVC (Economic Value Calculation) is an important step in

the B2B value management cycle of value creation, value pricing, value communication and value selling. This training programme is focused on the process, the technique and the use of EVC as important instrument to understand, communicate and sell your differentiated value.

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Learning Objectives

By attending this training, you will learn:

- How EVC is used as a very effective process and tool to understand your value and align your organization around value discussions
- How to use EVC as value pricing technique for B-to-B products and services
- How to use digital data in the manufacturing space to create unique benefits for the customers
- How to mitigate risk for revenues in a digitalized world
- How to share the benefits of Digitally Enabled Services by defining new earning logics
- How to uncover the economic benefits that B2B buyers are searching
- How to identify differentiating product/service value attributes
- How to translate product/service features and advantages into end user benefits
- How to calculate and prove your differentiating value in economic terms
- How to translate Economic Value into prices
- How to define new earning logics in a Digital context
- How to uncover and integrate price sensitivity factors into the net price
- How to design your differentiating (and compelling) value communication
- How EVC can be used to design new customer value models

For Whom?

This training is targeted at the following functions in B2B environments:

- Innovation managers
- Product managers
- R&D managers
- Pricing analysts
- Pricing managers
- Segment managers
- Marketing managers
- Business Development managers
- Sales managers

**In short:
the necessary steps to perform
Economic Value Estimation
in your own organisation.**

**APPLY NOW!!!
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WWW.PRICING
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PROGRAMME

This training programme is focus on the process, the technique and the use of EVC as important instrument to understand, communicate and sell your differentiated value.

It is an intensive, interactive 2-day training.

These are the main topics to be covered during these 2 days.

MODULE 1 | ECONOMIC VALUE ESTIMATION (EVE): THE DIFFERENT STEPS

- Determine Initial Price Band
- Refine Based on Market Context and Profitability Analysis
- Validate and Finalize Target Price by Segment

MODULE 2 | FEATURE-BENEFIT-VALUE MAPPING

- Link Features to Value Drivers
- How to create unique benefits with digital data
- Preliminary Value Quantification
- Test and Validate Model

MODULE 3 | EXERCISE ON ECONOMIC VALUE ESTIMATION

- Apply the interview technique SPIN (Situation- Problem- Implication – Need) to uncover needs and prepare a benefit-value quantification.
- A real B2B case will be used to guide the exercise.

MODULE 4 | ECONOMIC VALUE CALCULATION AS INPUT FOR PRICING

- How to translate value in pricing?
- How to create new earning logics in a Digital Era?
- Exercise on price positioning
- Service pricing
- Digitally Enabled Solutions pricing
- Differentiated offer configurations: Prepare options to meet demand from various customer segments

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PROGRAMME

MODULE 5 | ECONOMIC VALUE CALCULATION AS INPUT FOR VALUE SELLING: HOW TO EQUIP YOUR COMMERCIAL TEAMS?

- Value communication and psychology
- Examples of economic benefits perceived by professional buyers and their willingness-to-pay
- The behaviour of professional buyers depicted by neuro sciences (B2B case study)
- Exercise on value communication

MODULE 6 | PRICE POLICIES & GOVERNANCE

WRAP-UP AND KEY TAKE-AWAYS FROM THE TRAINING

**The training combines
state-of-the art pricing expertise
with practical real-life business
case exercises.**

RGM FOUNDATIONS

PRACTICAL INFORMATION

Talk to our team!

If you need help learning more about the program, understanding how it fits your needs, or have any other question, our team is here to assist you.

Contact us

academy@pricingplatform.com

**Online registration:
Quick and Easy!**

**REGISTER ONLINE VIA
[PRICINGPLATFORM.COM](https://pricingplatform.com)**

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