



TRAINING

PRICING FOR PRODUCT MANAGEMENT

HOW TO EFFECTIVELY ASSESS AND PRICE YOUR PRODUCT VALUE WITH CONFIDENCE

This is a 2-day training for product managers in B2B, B2B2C and services industry. The training will provide you with in-depth knowledge on pricing processes in product management, innovative tools for value-based pricing and economic value estimation. It will also equip you with

price setting techniques and plans and help you effectively assess and price your product.

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

EPP
PRICING
PLATFORM®

PRICING FOR PRODUCT MANAGEMENT

HOW TO EFFECTIVELY ASSESS AND PRICE YOUR PRODUCT VALUE WITH CONFIDENCE

Program details:

- This intensive 2-day training will give you an insight in all the techniques and tools to 'set' the right price but also to 'get' the right price. As a product manager you need to assess new product ideas (ideation/concepting) in your business cases, to understand willingness to pay of product features (prioritization) and price on value with confidence.
- The right price will impact your go-to-market success, a wrong price impacts both your products' market penetration and profitability. Price setting is one thing, getting the right price is another thing. We will discuss what the 'right price' exactly means, the drivers of price pressure, how to price beyond cost-plus, the different pricing plans, how to price a subscription, the value based pricing toolbox and how to start margin improvement projects for your product portfolio.

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

For Whom?

This training would be most relevant for Product managers in B2B, B2B2C and services industry.

Reasons to attend the training:

At the end of the training you will learn:

- To assess the impact of your price.
- To assess your value.
- To set the right price.
- To select the right pricing plan.
- To select the right 'tools' to set a value base price.
- To assess price elasticity.
- To get the right price.
- To start margin improvement projects for your product portfolio.

**APPLY NOW!!!
PLEASE VISIT
WWW.PRICING
PLATFORM.COM**



PROGRAMME

DAY 1

9 AM - 5 PM

PART 1 | REFLECTIONS ON PRICING

- Pricing in the Product Management process (from ideation to go2market)
- The impact of pricing
- Pricing: art or science?
- Main reasons for price pressure
- What is a 'good price'?

1 PM - 2 PM • LUNCH BREAK

PART 2 | INNOVATE AROUND THE PRICE

- The importance of segmentation
- The process to set a value-based price
- Understanding value
- Understanding utility / feature
- Building your proposition
- Understanding willingness to pay
- Understanding price elasticity
- Economic value estimation

DAY 2

9 AM - 5 PM

PART 3 | PRICE SETTING TECHNIQUES

- 11 price setting techniques
- Product line pricing
- Innovative pricing plans
 - a. Freemium
 - b. Subscription based pricing: user / usage / performance based
 - c. Tokens

1 PM - 2 PM • LUNCH BREAK

PART 4 | PRICE GETTING

- The price waterfall
- How to install/lead margin improvement projects?

MEET YOUR FACULTY

POL VANAERDE

Founder of
EPP - PRICING PLATFORM
Partner of
PAGE37



Pol has a successful market strategy track-record. He was responsible for the European launch of Alpro and elected 'marketer of the year' in Belgium. Later he joined McBride PLC (private label detergents & cosmetics) as European Marketing Manager and Conoco-Phillips as New Business Manager. Pricing was always one of his key responsibilities.

He is the initiator and president of EPP - Pricing and RGM Platform. Furthermore, Pol is the founder of Page-37 (a market strategy + pricing consulting company), guest lecturer at several international universities. He has delivered over hundred in-companies (product management, market strategy and price management) in different industries worldwide.

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PRACTICAL INFORMATION

Registration

€ 1895 (non-member rate)

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.

Group rates

EPP member ? Log-in to get your member discount.

Find all your benefits in the membership area.

[EPP Prime - Pricing Platform](#)

Questions? We help!

Please contact our EPP Pricing Academy Team!



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MORE INFORMATION ON WWW.PRICINGPLATFORM.COM

Online registration: Quick and Easy!

REGISTER ONLINE VIA
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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 astine.badeyan@pricingplatform.com

Contact EPP

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