Data-Driven Value-Based Pricing

Turning Market & Data Insights into Smarter Monetization Strategies

EPP

About the Program

Data-Driven Value-Based Pricing is a practical, insight-driven training designed to help pricing and commercial professionals move from intuition-based decisions to structured, data-informed pricing strategies.

The program provides a comprehensive overview of how market data, customer insights and competitive intelligence can be collected, analyzed and translated into concrete pricing decisions. Participants explore the full pricing journey, from understanding customer needs and value drivers, to measuring willingness to pay, analyzing price sensitivity and benchmarking competitors, and ultimately designing pricing strategies, price models and commercial rules grounded in evidence.

A strong emphasis is placed on bridging the gap between pricing research and execution. Through proven frameworks, real-world examples and hands-on exercises, participants learn how to turn data into actionable insights, support internal decision-making, and build pricing approaches that are defensible, scalable and aligned with business strategy.

By the end of the training, participants will have a clear, structured view of how data-driven insights support value-based pricing, and how these insights can be applied across pricing strategy, price setting and commercial execution in both B2B and B2C contexts.

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Learning Journey

1 - Pricing Fundamentals & the Role of Data
- Pricing as a profit lever and source of differentiation
- Overview of pricing approaches
- The role of data, research and insights in pricing decisions
- Positioning Value-Based Pricing within a data-driven pricing framework

2 - Customer Needs, Value & Value-Based Pricing
- Understanding customer needs and segmentation
- Value propositions
- Introduction to Value-Based Pricing
- Concept of the Next Best Alternative
- Identification and quantification of value drivers

3 - Translating Customer Value into Pricing Logic
- From customer needs to pricing implications
- Structuring value propositions for pricing decisions
- Practical application: Value Proposition & Value-Based Pricing exercise

4 - Market Research Foundations for Pricing
- Role of market research in pricing
- Willingness to pay and price elasticity of demand
- Impact of price elasticity on pricing decisions
- Overview of qualitative and quantitative research methods
- Sampling of products, competitors and customers

5 - Measuring Willingness to Pay
- Survey-based pricing techniques
  - Van Westendorp
  - Gabor Granger
  - Conjoint Analysis
- Customer interviews and focus groups
- Neuro Pricing approaches
- Practical application: Interpreting pricing research results exercise

6 - Competitive Data Collection & Benchmarking
- Competitor data collection methods
  - Mystery shopping
  - Web scraping
  - AI-based data collection in B2C
- Competitor data sources in B2B Automotive & Manufacturing
- Competitor data analysis and benchmarking

7 - Price Sensitivity & Elasticity Analysis
- Analysis of survey results and commercial datasets
- Design and analysis of A/B tests
- Estimating price sensitivity as a proxy for price elasticity

8 - Pricing Strategy & Price Model Design
- Role of pricing strategy
- Pricing strategy formulation
- Communication with internal stakeholders and leadership
- Selection and design of price models
- Use of research insights to design pricing models
- Bundling strategies

9 - Behavioral, Discounting & Competitive Pricing
- Consumer behavior and psychology in pricing
- Psychological pricing techniques
- Anchoring, decoy pricing, price point design
- Cost of discounting
- Establishing value-based discounting
- Competitive pricing strategies in dynamic markets
- Sensitivity- and competition-based dynamic pricing

10 - Pricing Technology & Action Planning
- Leveraging technology for pricing insights and execution
- Overview of pricing tools and analytics
- Developing an actionable pricing plan
- Defining pricing objectives, strategies and metrics
- Individual pricing action plan

Learning Objectives

By attending this training, you will learn how to evaluate and strengthen your organization's pricing capabilities, and define clear priorities toward pricing excellence in a data-driven and value-based context.

You will:
- **Gain** a solid understanding of pricing processes, strategies and decision-making logic, and how data and market insights support profitable pricing.
- **Explore** different price-setting techniques and learn how to apply value-based and data-driven approaches to your specific business context.
- **Understand** key concepts such as customer segmentation, willingness to pay, price sensitivity and value perception.
- **Learn** how to handle price pressure, discounting and competitive dynamics, and manage pricing decisions with greater confidence and structure.
- **Benefit** from expert insights, practical frameworks and real-world examples shared by experienced pricing practitioners.

For Whom

This training is designed for professionals who want to strengthen their pricing decisions through data and market insights, including:
- Pricing and Revenue Management professionals.
- Commercial, sales and key account managers.
- Product and marketing managers.
- Strategy, finance and analytics professionals.
- Anyone involved in pricing decisions who wants to move from intuition-based to data-driven pricing.

Agenda

Day 1 - Collecting & Analyzing Data for Pricing

- Pricing fundamentals and value-based pricing
- Customer needs, value drivers and willingness to pay
- Market research methods and pricing analytics
- Competitive data collection and elasticity analysis
- Practical exercises and reflections

Day 2 - Turning Data Insights into Pricing Decisions

- Pricing strategy and price model design
- Behavioral and discounting strategies
- Competitive and dynamic pricing approaches
- Pricing technology and tools
- Action planning and application to participants' context

Meet your faculty

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CONSULTING GROUP_

Danilo Zatta | Senior Partner, Pricing & TopLine Excellence

Danilo is a globally recognized advisor and thought leader in Pricing and TopLine Excellence, and Senior Partner at Implement Consulting Group. He has led hundreds of pricing and growth projects worldwide across multiple industries, supporting multinationals, SMEs and investment funds. Danilo is a frequent keynote speaker, published author of several best-selling pricing books, and a recognized voice in the global pricing community.

Max Bonn | Partner, Growth & Transformation

Max is a Partner for Growth & Transformation at Implement Consulting Group, with extensive experience in pricing, monetization and commercial transformation. He advises clients across industrial products, consumer goods, digital and software industries, combining strategic expertise with hands-on leadership experience in both B2B and B2C environments. Max focuses on helping organizations drive sustainable growth through effective pricing and go-to-market strategies.

About EPP

EPP is dedicated to advancing pricing and Revenue Growth Management excellence. Our mission is to provide professional guidance and to advocate on behalf of the pricing and RGM community, **ensuring value creation for companies, their commercial partners and customers**.

Through a broad portfolio of educational offerings - from open trainings and certified programs to self-paced eLearning and customized in-company initiatives - **we support organizations at every stage of their pricing maturity journey.**

By combining expert instructors, peer-to-peer learning, real-world case studies and tools designed for practical application, EPP equips professionals and teams to **build stronger pricing capabilities and drive sustainable revenue performance**.

Trusted By

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

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