

# Next Gen Bootcamp Spare Parts Pricing

This bootcamp helps you move from gut feeling to a structured approach, equipping you with tools, frameworks, and strategies to make smarter, more profitable pricing decisions.



# Next Gen Bootcamp | Spare Parts Pricing

A practical path to value-driven pricing success.

## Learning Journey

### Pricing 101 – Pricing Introduction

- Start with the essentials. In this session, we'll break down the basic building blocks of spare parts pricing – from cost, value, and margin logic to typical pricing models used in the industry. You'll get familiar with key terminology, pricing roles, and the typical challenges companies face when managing spare parts prices. A solid foundation before diving deeper.



### From Gut Feel to Game Plan – Pricing Strategy

- Move from intuition to structured strategy. This session focuses on crafting a pricing approach that reflects your market realities, customer expectations, and company goals. You'll define strategic pricing goals, evaluate key external factors like competition and demand, and learn how to turn those insights into a clear, actionable pricing direction for your organization.



### Your Parts Are Worth More – Market & Value-Based Pricing

- Learn how to price based on what your parts are actually worth. We'll explore how to combine market insights with value assessments to set prices that reflect true customer benefit. This session will give you practical tools to apply both market-based and value-based pricing – and know when to use each.



### Regions, Segments, Chaos – Regional & Customer Pricing

- Not all customers or markets are created equal. This session dives into how regional differences and customer segmentation impact pricing. You'll dig into typical differentiation strategies, assess how regional structures influence pricing logic, and learn how to bring clarity and consistency into a world full of exceptions.



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### From Data Dump to Dollar Decisions – Pricing Analytics, AI & Tools

- Data is everywhere – learn to use it. We'll cover how to collect, clean, and analyze data, and use tools and AI applications to make smarter pricing decisions.



### Wrench Time – Customer Conditions Case Study

- Dive into a real case on customer-specific pricing conditions. Apply your skills to improve strategies and uncover new opportunities.



### Good Prices Die in Bad Rollouts – Price Implementation & Communication

- Explore how to roll out price changes smoothly and manage objections. Protect customer relationships while driving profitable outcomes.



### Your Spare Parts Pricing Toolkit – Wrap Up

- Pack your toolkit with proven methods and practical takeaways. Leave confident, ready to drive smarter, data-driven pricing!



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## Learning Objectives

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This bootcamp will help you move from traditional to next-gen spare parts pricing. Through a mix of frameworks, case studies, analytics, and practical exercises, you will:

- **Gain** a solid foundation in spare parts pricing fundamentals and value-based methods.
- **Understand** how to identify, analyze, and engage with pricing stakeholders.
- **Learn** practical techniques and tools, from Excel to AI, to manage complexity.
- **Draw** intelligence from market data to develop competitive pricing strategies.
- **Adapt** pricing across regions, customer conditions, and product portfolios.
- **Implement** and communicate pricing changes effectively to protect margins.

## For Whom

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This training is designed for professionals who want to strengthen or refresh their spare parts pricing expertise, including:

- Global and local pricing managers & analysts
- Finance professionals and controllers
- Marketing directors and product managers
- Aftermarket and service managers
- Key account managers and commercial leaders

Whether you are new to spare parts pricing or looking to update your skills with the latest best practices, this bootcamp offers a comprehensive and practical learning experience.

# Agenda

## DAY 1: Building the Foundations & Exploring Value

Kick-off & Intro Round

### Pricing 101

- Pricing Introduction

### From Gut Feeling to Game Plan

- Pricing Strategy

### Your Parts Are Worth More

- Market- & Value-based Pricing

### Wrench Time – Value-based Pricing Case Study

- Interactive Exercise

## DAY 2: Applying Insights & Driving Impact

### Regions, Segments, Chaos

- Regional & Customer Pricing

### From Data Dump to Dollar Decisions

- Pricing Analytics, AI & Tools

### Wrench Time – Customer Conditions

- Group Case Study

### Good Margins Die in Bad Rollouts

- Price Implementation & Communication

### Your Spare Parts Pricing Toolkit

- Wrap-Up

## Meet your faculty



### Daniel Lindner | Strategy Principal Director - Accenture

Daniel is a Strategy Principal Director in the European Pricing & Commercial Excellence team at Accenture, with over a decade of experience and more than 100 pricing projects delivered. He specializes in innovative pricing strategies, commercial excellence, and sustainable business impact. Daniel is also an EPP trainer, frequent speaker, and published thought leader in the field.



### Vitali Bauer | Strategy Manager - Accenture

Vitali is a Strategy Manager in Accenture's European Pricing team, with extensive project experience across Industrial, Mobility, and Automotive sectors. Since 2016, he has led over 30 pricing projects and worked as a Pricing Manager at a global manufacturer. His expertise includes pricing strategy, price modeling & optimization, and AI-driven pricing, earning recognition through several consulting awards.



## 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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