



Strategies & Tactics of Pricing



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Building stronger pricing decisions

About the Program

The **Strategies & Tactics of Pricing training** is an intensive, hands-on learning experience designed to help professionals move from intuition-driven pricing decisions to a structured, data-driven approach. Built around **real-world business challenges**, the program combines essential pricing foundations, proven frameworks, value-based thinking, analytics, and practical case studies to strengthen pricing maturity and improve profitability.

Over two immersive days, participants explore the full pricing journey, **from understanding the strategic importance and impact of pricing, to defining a clear roadmap toward pricing excellence, installing robust pricing policies, and gaining transactional control**. The training also addresses common pricing challenges such as price pressure, discount management, and value capture, equipping participants with practical tools to make confident and effective pricing decisions.

Whether you are building a solid foundation in pricing or looking to refresh and sharpen your skills, this program offers a **practical and actionable path to stronger pricing capabilities**. Through expert insights, peer discussions, and real-life cases, participants leave with a clearer structure, greater confidence, and concrete actions to drive sustainable margin impact across their organization.



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Learning Journey

1 | The Importance and Impact of Pricing

Gain a clear understanding of why pricing is the most powerful driver of profitability.

- Explore how pricing decisions shape both business performance and customer perception.
- Analyze real-world cases that show the financial impact of pricing strategies.
- Learn to use pricing as a strategic advantage to achieve business goals.

2 | The Roadmap to Pricing Excellence

Develop a structured approach to elevate your organization's pricing maturity.

- Understand the key steps, challenges, and success factors in building pricing excellence.
- Create your own roadmap with clear goals, priorities, and performance indicators.
- Reflect on your current capabilities and identify areas for improvement.

3 | Gaining Transactional Control

Learn how data and analytics can empower better decision-making and control.

- Discover how regular pricing performance reviews can reveal key improvement areas.
- Use transactional insights to ensure price discipline and alignment across teams.
- Understand how to maintain visibility and governance throughout the pricing process.

4 | Installing Your Pricing Policy

Translate strategy into clear and actionable pricing structures.

- Explore different pricing strategies and their impact on revenue and positioning.
- Learn how to apply value-based pricing and align prices with customer perception of value.
- Understand how to design commercial terms that support business objectives.

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Learning Journey

5 | Closing the Knowledge Gap – The Pricing Toolbox

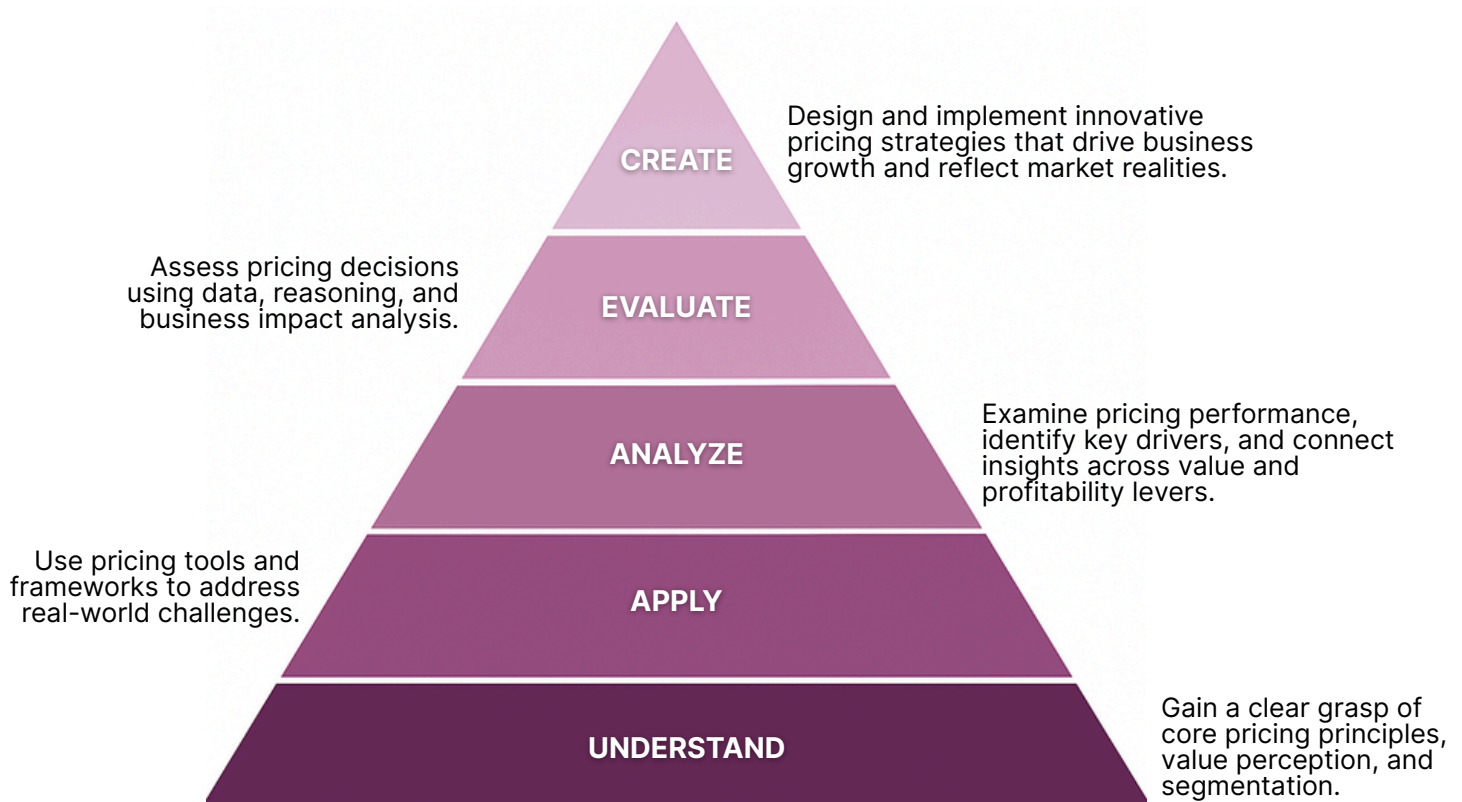
Equip yourself with practical tools to make better, data-driven pricing decisions.

- Learn how to conduct pricing research and competitive analysis.
- Identify and overcome common challenges such as price pressure or market changes.
- Apply proven techniques to adapt to evolving business environments.

6 | Price Getting – Capturing and Protecting Value

Turn strategy into action and capture value effectively.

- Master the price waterfall and understand how incentives, discounts, and rebates affect margins.
- Learn to manage price pressure, avoid destructive price wars, and sustain profitability.
- Develop skills to communicate and defend pricing decisions confidently.



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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.

You will:

- **Gain** a solid understanding of pricing processes, strategies, and tactics to improve profitability.
- **Explore** different price-setting techniques and learn how to apply them to your business context.
- **Understand** key concepts such as segmentation, willingness to pay, and value perception.
- **Learn** how to handle price pressure and manage pricing decisions confidently.
- **Benefit** from expert insights and real-world examples shared by a trainer with extensive industry experience.

For Whom

This training is designed for professionals across industries who aim to enhance their pricing knowledge and capabilities, including:

- Pricing professionals at all levels
- Product and marketing managers
- Sales and key account managers
- Finance and controlling professionals working with commercial teams
- Anyone seeking to gain a strong foundation in pricing or refresh their practical skills



Agenda

DAY 1: Foundations of Pricing Excellence

Explore the fundamentals of pricing and its impact on profitability.

- Key concepts of Pricing Excellence
- Profit levers and value monetization
- From cost-plus to value-based pricing
- Making pricing a leadership priority
- Avoiding price wars and fostering healthy competition

DAY 2: Turning Pricing Strategy into Action

Translate strategy into action and strengthen pricing discipline.

- Increasing prices successfully
- Building pricing governance and discount policies
- Differentiating and justifying prices across customers
- Cultivating a strong price image
- Final discussion and key takeaways

Meet your faculty



Danilo Zatta | Pricing Advisor - Valcon

Danilo Zatta is a globally recognized expert in Pricing and TopLine Excellence with over 25 years of consulting experience. He has led hundreds of projects worldwide, advising leading multinationals, SMEs, and investment funds. Author of *The Pricing Model Revolution* (Wiley, 2022) and numerous other publications, Danilo is also a frequent keynote speaker and personal coach to several CEOs on pricing and growth strategy.

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.**

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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.

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