



# EPP Online Academy Catalogue

*Flexible learning. Real-world application.*

The EPP Online Academy brings our expertise to a **flexible and accessible digital environment**, offering a modern learning experience designed for busy professionals. Through **structured content, real-world examples and expert-led explanations**, participants can develop new capabilities at their own pace, anytime and from anywhere.

## Your Online Learning Experience

The Online Academy is designed to make **high-quality learning easy to access**. Courses are delivered through short, pre-recorded video lessons led by experienced trainers, allowing you to **progress at your own rhythm**, without fixed schedules or technical constraints.

Each program is supported by practical resources and enriched with real-world examples that **connect concepts to concrete business challenges**. Accessible from any device, the platform enables you to focus on what matters: **building relevant capabilities and applying insights directly to real situations**.



### FLEXIBLE LEARNING

Access high-quality content on your schedule and progress through the programs at a pace that fits your schedule.



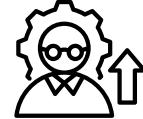
### STRUCTURED JOURNEY

Courses are designed in order to allow you to build capabilities step by step or focus on the topics most relevant to you.



### ACTION-ORIENTED

Every course combines concepts, frameworks and practical examples to ensure learning can be directly applied.



### EXPERT-LED CONTENT

All courses are developed by industry experts, bringing real-world perspectives and proven approaches.

## Certification Programs

Our certifications provide a structured and recognised learning path for professionals looking to build strong, practical, and industry-relevant capabilities. Each certification follows a **clear roadmap, combining core concepts, applied methods, and real-world insights that support confident decision-making and professional growth.**

Each certification includes one-year access to all core modules, a structured progression with clear milestones, and practical tools, examples, and downloadable resources designed for real-world application. Participants receive an official EPP Certification along with a shareable digital badge, benefit from access to course updates during their enrolment year, and are supported throughout the journey by the EPP Learning Team.

## Online Courses

Our expert-led online courses offer **flexible, specialised learning designed to help you quickly build targeted skills.** Each course blends structured content with tools, templates, and applied real-world examples for immediate application. Learners benefit from short, focused modules, self-paced learning, and one-year access to all course content, with no technical setup required. Upon completion, participants receive an EPP Certificate of Completion.

## Customized & In-Company Learning

For organizations looking to develop internal capabilities efficiently, EPP offers **customized online programs and virtual instructor-led sessions tailored to specific business needs.** Delivery formats include virtual live sessions, custom online programs (adapted versions of existing certifications and courses), blended learning journeys combining online modules with virtual live sessions, and fully online team learning paths.

These solutions enable teams to learn together, scale capability building, and embed long-term excellence across the organisation.



## Online Certification Programs

The online certification programs are designed to deliver the same rigor and depth as the in-person certifications, in a **flexible online format**. They combine **structured learning pathways, practical application** and **ongoing support**, guiding participants through a complete learning journey and leading to an official EPP certification.

### Certified Pricing Manager – B2B

[Learn more](#)

The CPM B2B Online is a flexible and structured certification program designed to strengthen B2B pricing capabilities. Developed by the trainers of the in-person CPM B2B certification, the program combines proven pricing frameworks, practical tools and real-world examples, ensuring rigor and immediate applicability to real pricing challenges.

#### Key highlights:

- Proven pricing frameworks and methodologies
- Practical tools, exercises and real-world cases
- Structure designed for flexibility and progression
- Official CPM B2B certification upon successful completion



### Certified Revenue Growth Manager

[Learn more](#)

The CRGM Online provides a structured roadmap to build end-to-end RGM capabilities in an FMCG/CPG context. Developed by the trainers of the in-person certification, the program is built around the five core RGM levers and combines strategic frameworks with practical application to support informed decision-making and real business impact.

#### Key highlights:

- Structured around the five core RGM levers
- Strategic frameworks with practical application
- Clear progression from fundamentals to advanced RGM topics
- Official CRGM certification upon successful completion



# Online Courses

[Explore all programs](#)

The online courses deliver focused, topic-based learning designed for **flexibility and practical application**. Each course provides **clear frameworks** and **insights** that can be applied directly in a professional context.



## AI & Pricing

Explore LLMs like ChatGPT, Claude, and Gemini, as well as training tools, and use AI for data analysis, communication, market access, and real-world scenarios.

[Learn more](#)

## Strategies & Tactics of Pricing

A self-paced fundamentals course that covers segmentation, elasticity, price structures, value communication and margin improvement to support day-to-day pricing decisions.

[Learn more](#)

## Servitization Pricing

A practical course on monetizing services and hybrid models. Covers outcome-based pricing, service value drivers, bundling strategies and recurring monetization.

[Learn more](#)

## Research Techniques for Value-Based Pricing

Focuses on customer value measurement, WTP quantification and research techniques supporting value-based pricing frameworks.

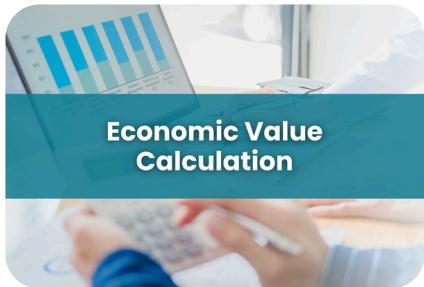
[Learn more](#)



## Behavioral Pricing

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Covers customer psychology, perception, cognitive biases and behavioral tactics that influence price acceptance, purchase decisions and conversion.

[Learn more](#)

## Economic Value Calculation

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An advanced deep-dive into customer value differentials and EVC model building, integrating quantified value into pricing and selling.

[Learn more](#)

## Pharma Pricing Essentials

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An introduction to pricing in pharmaceuticals, covering market access basics, value frameworks, price setting fundamentals, tendering concepts and launch considerations.

[Learn more](#)

## Setting Up Your TPO Project

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A guide to structure and implement a TPO project. Covers data readiness, modeling foundations, RGM processes, governance, and KPIs for promo ROI.

[Learn more](#)

## Testimonials

### CPM B2B

*"The content was incredibly valuable, offering not just theoretical concepts but tangible frameworks that can be applied easily to my industry."*

— Miikka Kuosmanen, ABB Oy

### CRGM

*"I truly enjoyed the CRGM training and found it to be a valuable experience. It not only deepened my knowledge of Revenue Growth Management but also gave me practical insights into the common challenges companies face today. Learning about best practices and concrete examples from leading organizations was particularly impactful, as it helped me better understand how to adapt and apply RGM levers effectively. Overall, the program exceeded my expectations and provided knowledge I can directly bring into my work."*

— Hasan Gulyev, BIC

### Research Techniques for Value-Based Pricing

*"I recently completed the Research Techniques for Value-Based Pricing training and truly enjoyed the experience. As someone working in pricing, I found the content both relevant and insightful. The course helped me connect the dots between customer research and value-based decision-making in a very practical way. I especially appreciated the real-life examples and the clear structure, which made even complex topics easy to grasp. Highly recommended for anyone involved in pricing or product management."*

— Göker Özkan, Malvern Panalytical

## Trusted by Global Leaders





## CONTACT US

Whether you begin with an open training, a certification, or an online course, EPP supports your long-term development with additional deep dives, forums, and continuous learning pathways tailored to your goals.

For questions, guidance or support:  
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