



ONLINE COURSE

SERVITIZATION PRICING

Mastering Servitization Pricing is essential as it marks a fundamental shift in business strategy, transitioning from traditional product sales to a focus on service-based models that deliver ongoing value to customers.

About the Online Course

In today's competitive business landscape, companies are increasingly shifting from traditional product-centric models to service-oriented strategies—a transformation known as servitization. **Understanding how to effectively price these services is crucial for capturing market value and ensuring sustainable growth.**

The **Servitization Pricing course** offers in-depth insights into this paradigm shift, equipping professionals with the knowledge to navigate and excel in service-based business models.

LEARNING AGENDA

- What Is Servitization? Theories and Concepts
 - Timeline and Evolution
 - Fundamental Concepts of Servitization
 - Theoretical Landscape
- Why Is Servitization Important?
 - The Importance of Servitization
- Challenges in Servitization Implementation
 - Key Elements for Transition
 - Challenges and How to Overcome Them
- Outcome-Based Pricing Models
 - Metrics
- Data Management and Billing Systems
- Examples
- Final Assessment

About the Online Course

LEARNING OBJECTIVES

By the end of this course, you will be able to:

- **Comprehend the Fundamentals of Servitization:** Grasp the core concepts and theories underpinning the shift from product-centric to service-centric business models.
- **Recognize the Importance of Servitization:** Understand the strategic value and competitive advantages of adopting servitization in various industries.
- **Identify Implementation Challenges:** Anticipate potential obstacles in transitioning to a service-oriented approach and learn strategies to address them effectively.
- **Develop Outcome-Based Pricing Strategies:** Formulate pricing models that align with service outcomes, ensuring value capture and customer satisfaction.
- **Manage Data and Billing Systems:** Implement robust data management practices and billing systems to support service offerings.

WHO IS THIS PROGRAM FOR?

This course is designed for professionals aiming to innovate and excel in service-based business models, including:

- **Product and Service Managers:** Those seeking to transform traditional business models into service-oriented frameworks.
- **Pricing Professionals:** Individuals exploring innovative pricing strategies to enhance profitability.
- **Finance Professionals and Business Analysts:** Experts looking to deepen their understanding of service innovation and its financial implications.



Subject Matter Expert

Leading this course is **Marcel Körner**, a global pricing expert with a wealth of experience in servitization and pricing strategies. Marcel brings a unique blend of expertise across multiple industries, having worked in IT, online services, operations, and customer-facing roles. His extensive international background and leadership in diverse, cross-cultural teams make him an ideal guide for navigating the complexities of servitization pricing.

MARCEL KÖRNER

Marcel Körner is a seasoned global pricing expert with a diverse background in IT, online services, operations, and customer-facing roles.

He has extensive international experience, having **led teams across various countries and cultures**. Marcel is known for building diverse, inclusive departments from the ground up and enhancing team performance.

His expertise spans **pricing, merchandising, web marketing, and operations**. A regular speaker at pricing conferences, Marcel brings valuable insights from his work in global functions and complex business environments.



About EPP – Pricing Platform

EPP is proud about the positive impact and transformation our learning programs have created over the past decade in the value monetization, pricing and RGM community and their business. We put the bar high for you when it comes to your career development.

At EPP, we empower the global value monetization, pricing, and RGM community with the essential skills and knowledge to drive business growth and profitability.

Our programs are continually updated to reflect the latest industry trends, and are taught by world-class faculty. We offer a range of learning experiences designed to meet diverse needs, including:

- **Certification Programs**
- **Open Programs**
- **Online Courser**
- **Costumized Programs**

Each of these offerings is crafted to equip you and your team with the tools necessary for success in today's competitive business environment.



Faculty excellence

Our faculty consists of experienced practitioners and experts who provide valuable real-world insights.



Actionable Learning

We deliver actionable learning experiences, equipping you with practical skills and strategies to apply right away.



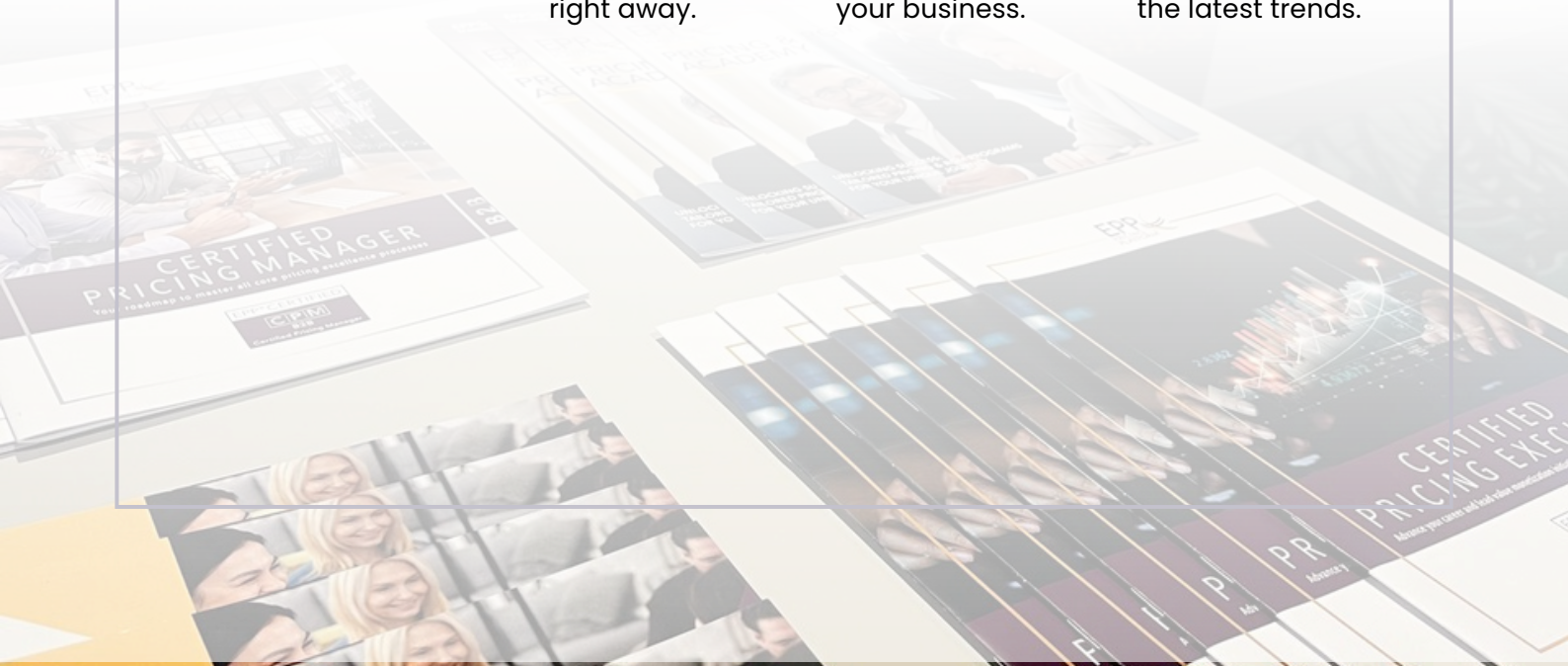
Industry specific

We tailor our programs to your needs. All our programs focus on specific know-how and know-what in your business.



Continuous learning

Learning never stops. We offer continuous support and access to our resources, keeping you up to date with the latest trends.





TALK TO A LEARNING ADVISOR

Connect with our team if you have any questions or need further clarification. Feel free to reach out to us at:

academy@pricingplatform.com



pricingplatform.com

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EPP is a global community for pricing and revenue management professionals. We collaborate with forward-thinking businesses to co-create impactful learning experiences, events, and content that drive revenue growth and profitability.