



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.





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:
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