



T R A I N I N G

Strategic Pricing: Strategies & Tactics of Pricing

For both B2B and FMCG Decision Makers

Date: October 8th and 9th, 2009

Location: Conferentiecentrum Landgoed de Horst,
Driebergen, The Netherlands

European's leading platform for pricing decision makers sharing intelligence and best practices, through a variety of interactive workshops, events and media.

OVERVIEW

STRATEGIC PRICING

Better price management rewards!

"We heavily invested in value creation, marketing and sales. We have been excellent in cost cutting.

But we underestimated the impact of pricing in value creation..."

a FMCG CEO

An improved price policy rewards. Price increases have up to 4 times the impact on the company profit as for example a proportional volume increase. Research shows that an increase in the price of 1% leads to an increase of the profitability of 11%! But this does not mean that it is judicious to raise the price without any consideration!

This intensive training offers a firm base for a targeted price policy. You get an insight in the components which influence the price, followed by the different steps of an optimal pricing process and innovative price determination. You discover which factors cause price pressure, how you can handle it and how you can react to price aggressive competitors. This is illustrated by means of real practice cases and with sufficient possibility for interaction.

RESULTS

1. You speak the pricing language of pocket prices, band width, price waterfall, etc.
2. You know the different pricing strategies with their advantages and disadvantages.
3. You can arrange your own pricing process.
4. You know which price pressure arises and how to deal with it
5. You know how to eliminate pricing fear in your organization.
6. You have insight in the long-term period impacts of your pricing strategy.
7. You know how to handle European pricing harmonization.
8. You have sufficient insight in the value perception and willingness to pay.
9. You know how your price determination can give your company supplementary value differentiation.
10. You know how to avoid the pricing wars and fight when it is unavoidable.

FOR WHOM?

Everybody involved in pricing decisions:

- Marketing managers
- Sales managers
- Account managers
- Product managers
- Brand managers
- Financial managers
- Projectmanagers
- Business unit managers
- Consultants
- General Managers
- Buy- and Sales staff
- Operational controllers

YOUR COACH



Pol Vanaerde has a successful commercial career behind at organizations such as Alpro Soyfoods, Mc Bride PLC and Conoco-Philips US where pricing each time had a strategic impact. Currently, he is the successful owner of VanaerdeConsulting and Truemarketeers. Moreover, he is the president of the European Pricing Platform, which is a meeting platform for pricing professionals.

(www.pricingplatform.eu).

TESTIMONIALS

The course Strategic Pricing of the ePP sets the participant thinking concerning its long term decisions and gives adequate insights and tools to improve them.

*Kevin Pak - Consultant Revenue Management
ORTEC - The Netherlands*

Ideal course which gave me a comprehensive overview in the field of Pricing

*Michel Reijm - Pricing Analyst
Eneco Energy - The Netherlands*

Excellent pricing training with good knowledge exchange and interesting people to discuss with!

*Stefan Kampa - Pricing Manager
Mazda - Germany*

PROGRAM

OVERVIEW

1. THE IMPORTANCE OF THE PRICE WITH REGARD TO VALUE CREATION

- The price formula: pure & simple
- The impact of the price
- The impact when it goes wrong
- The impact of price cutting
- Why are we so fast with price reactions?

2. OBSERVATIONS

- The utmost important observations concerning pricing
- How is your company dealing with pricing?

3. THE DISTINCTION BETWEEN VALUE AND PRICE

- Your customer's price perception
 - Shade calculation, total cost of ownership, target cost, fair price
- Your customer's value perception
 - Perceived value: How can we find it?
 - Where is value being created? What are we learning out of this?
 - How are we getting the key to the customer?

4. UNDERSTANDING OF THE PRICING GAME

- Insight in the rules of the pricing game
- How are you playing the game today?
 - How are you setting your prices?
 - Do you have a price strategy?
 - Do you know your pocket prices?
 - Do you know your price waterfall?
 - Do you know your price band width?
- What do you know about the game rules concerning your market?
- And who decides the game rules related to your market?

5. THE OPTIMUM PRICING PROCESS

7 steps to a master pricing strategy and -implementation

- What are your pricing objectives related to price determination

6. VALUE MAPPING & WILLINGNESS TO PAY

- Value strategy: but how do we know the value perception?
- Who does not segment, is not thinking right?

7. VALUE CREATION THROUGH PRICE DIFFERENTIATION

- For example. TGV, Virgin,...

8. AN INSIGHT IN THE 6 STRENGTHS WHICH INFLUENCE THE PRICE DETERMINATION

- Your own organisation (positioning, cost price, business model, objectives, ethics, ...), your competitor, the channels, the international trade, the legislation and your customer
- How do they influence your price?
- Which strengths are the most important for determining the degree (inside your own market surrounding) of your price is the 'right price'?

9. PRICE STRATEGIES

- One versus variable pricing, open end pricing, for free, penetration/experience curve pricing, competitor aimed pricing, price discrimination,...
- Advantages and disadvantages
- When is your strategy the most practical?

10. EUROPEAN PRICE HARMONIZATION: LESSONS LEARNED

11. PRICE DETERMINATION METHODS

- Cost-plus, mark-up, break-even, Total cost of ownership, value pricing, test pricing, performance based pricing, satisfaction pricing, yield pricing, incremental pricing, Multi dimensional pricing,
- Advantages and disadvantages
- When is your strategy the most practical?

12. PRODUCTLINE PRICING

Captive pricing, options pricing, multi unit pricing, bundling, versioning ...

13. REASONS OF PRICE PRESSURE AND HOW TO REACT

14. WHICH QUESTIONS DO YOU HAVE TO ASK YOURSELF BEFORE HITTING BACK?

15. HOW DO YOU AVOID A PRICING WAR?

And how do you fight a pricing war when it is unavoidable...

PRACTICAL

WHERE AND WHEN ?

Date: October 8th and 9th, 2009
Address: Conferentiecentrum, landgoed de Horst.
De Horst 1, 3971 KR Driebergen, The Netherlands

DURATION

2 days, 5 day classifications

PRICE

Non-participants:
€ 1285,00, excl. 21% VAT (VAT only applicable for Belgian companies)
ePP-Participant:
€ 1160,00, excl. 21% VAT (VAT only applicable for Belgian companies)

Fees are inclusive of program materials and refreshments, unless otherwise stated in the program details.

REGISTER

Click on following link:
<http://www.pricingplatform.eu/site/public/trainings.asp>
Or Email: britt.dejager@pricingplatform.eu

After finishing your registration you will receive a confirmation E-mail. The invoice will be sent by registered mailing. One week before the training there will be sent a route description and list of attendees.

TRAINING LANGUAGE

English

QUESTIONS?



Contact Britt Dejager :
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ABOUT THE ePP

The European Pricing Platform (ePP) is the first, independent, European platform and network focused to support pricing decision makers in a wide variety of industries and sectors.

The ePP brings the best of pricing in Europe !

On the ePP you can find and share pricing knowledge, best practices and tools, extend your network of pricing professionals, build and update relations, and search and post pricing jobs.

The ePP offers a platform and network for everyone involved in pricing decision making: general managers, marketing, sales, operations, and financial management. Professors and lecturers at European universities working on pricing research and projects link academic knowledge to managerially relevant pricing knowledge and solutions.

BENEFITS OF JOINING THE ePP

- ✓ **A focused network of pricing decision makers**
- ✓ **Sharing on- and offline connections**
 - Be found & search engine: by name, company or keywords
 - Keep track of your network
 - Automatic update of your network
- ✓ **Sharing pricing knowledge and best practices**
 - Interactive workshops
 - Seminars and round table discussions
 - Newsletter
- ✓ **Free download of ePP presentations (pdf)**
- ✓ **Extensive dbase of need to read articles and books**
- ✓ **Certified Pricing Training Programs**
 - 10% discount on all ePP certified pricing training programs
- ✓ **Secure data protection**
 - No advertising, no direct sales, no spam

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PRICING EXPERTS



<http://www.deloitte.com>



<http://www.nmanet.nl>



<http://www.truepricingexperts.com/>

PRICING RESEARCH EXPERTS



<http://www.blauw.com>
<http://www.blauw-research.de>



<http://www.solutions2.be>



<http://www.tns-nipo.com>

PRICING TECHNOLOGY EXPERTS



<http://www.prospricing.com>

TERMS AND CONDITIONS

Fees are inclusive of program materials and refreshments, unless otherwise stated in the program details.

PAYMENT TERMS

Payment terms following the online training program registration an invoice will be sent. Full payment is required within 14 days after invoice date. All invoices unless otherwise stated carry a 5% late payment surcharge. Payment must be received prior to the training date. The ePP reserves the right to refuse admission if payment is not received on time.

SUBSTITUTION

Substitution provided the total training program fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of € 25.00

CANCELLATION

All registrations carry a 50% cancellation liability immediately after the online registration form is completed. The cancellations must be received in writing 14 days before the course is held in order to obtain full credit for any future ePP program. Thereafter, the full training fee is payable and is non refundable. Non-payment or non-attendance does not constitute cancellation. By registration to an ePP training program the attendee agrees that in case of dispute or cancellation of the agreement the ePP will not be able to mitigate its losses for any less than 50% of the total training program fee. If, for any reason, the ePP decides to cancel or postpone the course, the ePP is not responsible for covering airfare, hotel, or other travel costs incurred by attendees.

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