



T R A I N I N G

# Optimise your profits:

## Pricing strategies, processes and tactics

Date: April 28<sup>th</sup> and 29<sup>th</sup>, 2010

Location: Düsseldorf, Germany

**Please find the German version of the program below.**

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

## OVERVIEW

### PRICING STRATEGY , PROCESSES AND TACTICS

Pricing is without any doubt one of the most important marketing tools when it comes to improving profits. However, surveys revealed that only a minority of companies reaches pricing excellence. There is obviously a large discrepancy between the importance of pricing and the reality of pricing in the daily business.

This training will show you a systematic, process driven approach to analyze your current pricing situation. We will look at current state-of-the-art knowledge in price management and best-practice solutions from other companies. You will get insight into the different elements of the pricing process and understand which levers will help your company to improve its profit situation.

### RESULTS

- You have an systematic, process oriented overview on all pricing issues
- You know how to identify improvement areas within your company
- You know the different pricing strategies with their advantages and disadvantages
- You understand which strategies and tactics are suitable in these turbulent times
- You will understand the different methods to quantify customer willingness to pay in B2B and B2C industries
- You will learn analysis methods like the price waterfall, the price cloud, etc.
- You will get insight how other companies reach pricing excellence
- You get new ideas on price and value communication as a part of price management
- You will understand the impact of incentive schemes for sales people and different ways to optimize these systems
- You have an insight into the dynamics of price wars and know how to avoid them

### FOR WHOM ?

#### **Everybody involved in pricing decisions:**

- Marketing managers
- Sales managers
- Account managers
- Product managers
- Brand managers
- Financial managers
- Project managers
- Business unit managers
- General Managers

## YOUR TRAINER



Prof. Roll is professor for international marketing and price management at the University of Applied Sciences Osnabrueck. He is also a member of the Academic Advisory Board of the European Pricing Platform.

Additionally, Prof. Roll is in the advisory board of PROF ROLL & PASTUCH – Management Consultants ([www.roll-pastuch.de](http://www.roll-pastuch.de)), where he and his team work as pricing consultants for leading companies as well as for “Hidden Champions”. Prof. Roll has managed numerous pricing projects around the globe in B2B and B2C settings.

Prof. Roll is the author of articles on pricing and e-business and regularly works as a trainer in high level executive education.

Before joining the academic world, Prof. Roll worked for Roland Berger Strategy Consultants, where he built up the Pricing Excellence Unit. He started his career with Simon-Kucher & Partners, one of the leading pricing consulting companies of the world.

# PROGRAM

## OVERVIEW

### 1. THE IMPORTANCE OF THE PRICE AND THE IMPACT ON PROFITS

- The basic pricing formula
- The impact of the price increases and price cutting
- Identification of profit drivers

### 2. THE PRICING PROCESS

- Systematic overview of pricing issues
- Complexity and interactions of pricing challenges
- Levers to improve your own profits

### 3. UNDERSTANDING AND USING THE RIGHT PRICING METHODS

- Cost based pricing
- Competition based pricing
- Value based pricing
- Methods to measure value based pricing
- Value Mapping
- Price differentiation

### 4. PRICE ENFORCEMENT

- Analysis tools: Pricing waterfall, price cloud, etc.
- Importance and motivation of the sales team
- Creation of consistent, profit oriented incentive systems

### 5. VALUE COMMUNICATION

- The importance of internal and external communication
- Tips and tricks to improve the price image
- Preparation of price negotiations

## **6. PRICE DYNAMICS AND PRICE WARS**

- Understanding industry and personal factors that cause price wars
- Signalling as a tool to avoid or stop price wars

## **7. SUMMARY AND KEY LEARNINGS**

- Take away from the training
- Setting up your personal action plan

## PRACTICAL

### WHERE AND WHEN ?

Date: April 28<sup>th</sup> and 29<sup>th</sup>, 2010  
Address: Düsseldorf, Germany, location to be further determined

### DURATION

Two-day program, from 9 AM until 17.30 PM

### 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)

Catering and documentation are inclusive.

### REGISTER

Click on following link:

<http://www.pricingplatform.eu/site/public/trainings.asp>

Or E-mail: [britt.dejager@pricingplatform.eu](mailto:britt.dejager@pricingplatform.eu)

After finishing your registration, you will receive a confirmation e-mail. The invoice will be send to you by registered mailing. One week before the training you will receive a route description.

### ANNULATION / REPLACEMENT

In case of absence, a replacement can be arranged free of charge if done 14 days before the date of the event.  
Replacements between 14 days before and the date of the event can also be provided if an administrative charge of € 25,00 is paid. (See Terms and Conditions)

### LANGUAGE

German or English (to be decided)

## QUESTIONS ?



### Contact Britt Dejager

European Pricing Platform

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Telephone: +32/(0)51.320.372  
Mobile: +32/(0)473.717.669

## 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

## 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.

### PRIVACY STATEMENT

From Participants, Non-Participants (workshop en/or training attendees), providers of job vacancies, and subscribers to round table sessions, the ePP will collect you only those data that are necessary for the administration of the event or subscription. Participants may submit, at their own option, further information in their personal profile.

Contacts of the ePP may from time to time receive information about ePP initiatives. The ePP collects and stores potential subscriber/customer names and contact information. Also, the ePP collects personal data about the people who write articles and pricing news for ePP, or participate in the workshops or training programs.

The ePP will not, without prior approval, supply names and addresses to any third party except when (1) the participant / attendee subscribes to a journal of one of the ePP partners and such transfer is necessary to ensure continued receipt of the journal(s), or (2) the ePP is required to do so by law.



T R A I N I N G

# Optimise your profits: Pricing strategies, processes and tactics

Datum: 28 und 29 April, 2010

Standort: Düsseldorf, Deutschland

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

# EINFÜHRUNG

Pricing ist ohne Zweifel eines der wichtigsten Marketinginstrumente, wenn es um die Steigerung des Unternehmensgewinns geht. Studien haben jedoch aufgedeckt, dass nur eine Minderheit der Unternehmen Pricing Excellence tatsächlich erreicht. Offensichtlich besteht eine große Diskrepanz zwischen der Wichtigkeit des Pricings auf der einen Seite und der Realität im alltäglichen Geschäft auf der anderen Seite.

Dieses Seminar zeigt Ihnen, wie Sie anhand eines systematischen Prozesses Ihr aktuelles Pricing detailliert analysieren können. Dabei werden sowohl neueste Erkenntnisse aus der Preismanagement Forschung, als auch Best-Practice Lösungen anderer Unternehmen mit einbezogen. Sie erhalten einen Einblick in die verschiedenen Bestandteile des Pricing Prozesses und verstehen mit welchen Hebeln Sie den Gewinn Ihres Unternehmens steigern können.

## INHALTE

1. Der Preis als vernachlässigter Gewinntreiber
2. Der Pricing Prozess
3. Zielgerichteter Einsatz der richtigen Pricing Methoden
4. Preisdurchsetzung im Markt
5. Preiskommunikation
6. Preisdynamiken und Price Wars
7. Zusammenfassung und Empfehlungen

## ERGEBNISSE

- Sie haben einen systematischen, prozessorientierten Überblick über alle Pricing-Themenfelder
- Sie kennen die unterschiedlichen Pricing Strategien mit ihren Vor- und Nachteilen
- Sie kennen die verschiedenen Methoden zur Quantifizierung der Zahlungsbereitschaft von Konsumenten im B2B und B2C Kontext
- Sie lernen konkrete Methoden wie den Pricing Wasserfall oder die Rabattwolke
- Sie verstehen, welche unterschiedlichen Preisdynamiken es in Märkten gibt und wie Sie Price Wars erfolgreich vermeiden können
- Sie bekommen Einblicke wie andere Unternehmen bereits Pricing Excellence erreicht haben

## PRAKTISCH

### WO UND WANN?

Düsseldorf  
28 und 29 April 2010

### IHR TRAINER



Prof. Roll ist Professor für internationales Marketing und Preismanagement an der Fachhochschule Osnabrück. Er ist zudem Mitglied des Academic Advisory Boards der European Pricing Platform.

Prof. Roll ist akademischer Beirat der Unternehmensberatung Prof. Roll & Pastuch Management Consultants ([www.roll-pastuch.de](http://www.roll-pastuch.de)). Er hat für zahlreiche internationale Unternehmen Marketing- und Pricingprojekte geleitet.

Darüber hinaus ist Prof. Roll Autor verschiedener Artikel zum Thema Pricing. Er tritt regelmäßig als Referent bei verschiedenen Managementtagungen zum Thema Preismanagement auf.

Vor seiner akademischen Laufbahn war Prof. Roll Berater bei Simon-Kucher & Partners, einer der führenden Pricing Beratungen weltweit, und hat bei Roland Berger Strategy Consultants das Pricing Excellence Unit mit aufgebaut.

### ZEILGRUPPE

- Marketing Manager
- Sales Manager
- Produkt Manager
- Brand Manager
- Projekt Manager
- General Manager

## PREIS

Nicht-Teilnehmer:

€ 1285,00 , exkl. 21% MwSt. (MwSt. nur für Belgische Unternehmen)

ePP-Teilnehmer:

€ 1160,00 , exkl. 21% MwSt. (MwSt. nur für Belgische Unternehmen)

Catering und Dokumentation sind inklusive. Abendessen und Unterkunft sind exklusive

## REGISTRIEREN

Klicken Sie auf folgenden Link:

<http://www.pricingplatform.eu/site/public/trainings.asp>

Oder E-mail: [britt.dejager@pricingplatform.eu](mailto:britt.dejager@pricingplatform.eu)

Nach Abschluss der Registrierung erhalten Sie eine Bestätigung per E-Mail. Die Rechnung werden Ihnen per Post geschickt. Eine Woche vor dem Training erhalten Sie eine Wegbeschreibung

## STORNIEURUNG/ERSETZUNG

Im Falle der Abwesenheit kann einen Ersatz kostenlos angeordnet werden, wenn das 14 Tage vor dem Datum der Veranstaltung geschieht. Auswechslungen zwischen 14 Tagen und vor dem Tag der Veranstaltung kann auch bereitgestellt werden, wenn ein Verwaltungskost von 25,00 € gezahlt wird. (Siehe Allgemeine Geschäftsbedingungen)

## SPRACHE

Deutsch (oder Englisch)

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