



T R A I N I N G

Masterclass: The Pricing Toolbox

- Tools and methods for determining the price -

Date: Monday 25 October, 2010

Location: Landgoed de Horst, Driebergen, NL

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

OVERVIEW

THE PRICING TOOLBOX

Determining the correct pricing is not easy.

You are fairly familiar with the backgrounds of Pricing Management. This means that you master the association between price, fixed and variable costs and profits. You realise that determining the right price is an extremely delicate matter and also one of the main motives of the profitability of your company.

However, you experience on a daily basis that pricing within your company is mainly being driven by cost-plus and not enough by the willingness to pay in the market.

In this practical workshop you will learn to understand and apply four basic methods to adopt the correct price, but also the supporting techniques that will help you determine the correct price.

Furthermore, they will assist you in making price proposals within the own organisation that grant a foundation and can become a part of your pricing process.

The interactivity with participants from other sectors will ensure that you will broaden your views on your own industry and pricing.

RESULTS

1. You will get a short introduction where the main pricing issues are explained.
2. You are familiar with the main pricing concepts (customized, non-linear, product line, bundling).
3. You will know why segmentation and differentiation are important to receive a higher price average.
4. You will know the different pricing tools with their advantages and disadvantages.
5. You will be able to use the outcomes in your pricing process.
6. You will be able to create a price experiment.
7. You will know what to measure in a conjunct-study.
8. You will know which questions to ask whom during an expert-session.
9. You will understand the questioning and outcomes
10. You will learn how to effectively convert price promotions.
11. You will expand your network with pricing professionals from other sectors.

FOR WHOM ?

Everyone involved in price-decisions

- Marketing Managers
- Sales Managers
- Account Managers
- Product Managers
- Brand Managers
- Financial Managers
- Consultants
- General Managers MKB

YOUR TRAINER



Tijs Rotmans is currently working as Managing Partner of The Pricing Company. The mission of The Pricing Company is to help organizations to improve their business results through better pricing. Prior to teaming up The Pricing Company, Tijs occupied KPN's most interesting position: Manager Strategic Pricing, responsible for the fixed and mobile services of the Consumer Market. His education in Physics serves a good basis for quantitative aspects of these pricing tools. Since 2005 he is a participant of the European Pricing Platform, a knowledge platform for pricing professionals. Within the platform, he was active in the Dutch Reference Board (www.thepricingplatform.eu).

PROGRAM

OVERVIEW

1. INTRODUCTION ON A COUPLE OF RELEVANT PRICING ISSUES

- The association between turnover, costs and profit (iso-profitlines)
- Segmentation and differentiation to get more price out of the market
- The price leader in a market

2. FOUR IMPORTANT PRICING-CONCEPTS

- Customized Pricing
- Non-linear Pricing
- Productline Pricing
- Bundling

2. THE MAIN TOOLS TO HELP YOU SET THE PRICE (OVERVIEW)

- The historical information
- Market research
 - BPTO (Brand Price Trade Off)
 - Gabor Granger
 - Van Westendorp price meter
 - Choice Based Conjoint
 - The expert-session
- The experiment

4. THE EXPERIMENT

- Advantages and disadvantages
- Choice of channel/segment/duration
- Changes in demand or switch to a competitor

5. MARKET RESEARCH

- Determine Value Drivers
- Simple and in-depth price-research
- Segment needs-based for portfolio design
- The simple Gabor – Granger
- The van Westendorp Price-meter: the basic questions and the analysis of the market research
- What with pricing for new, innovative products ?

6. THE EXPERT-SESSION

- Advantages and disadvantages
- The experts themselves
- The red thread of the expert-session

7. THE HISTORICAL EXPERIMENT

- Advantages and disadvantages
- Changed circumstances

8. PRICE PROMOTIONS

- Purpose of price promotions – offensive vs. defensive
- Evaluation price promotions

PRACTICAL

WHERE AND WHEN ?

Date: Monday 25 October, 2010
Address: Landgoed de Horst
De Horst 1, 3971 KR Driebergen – The Netherlands

DURATION

1 day training course

PRICE

€ 652,00 , excl. 21% VAT for ePP-Participants (VAT only applicable in Belgium).
€ 725,00 , excl. 21% VAT for Non ePP-Participants (VAT only applicable in Belgium).
Catering and documentation inclusive.

REGISTER

Click on following link:

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

Or email: justine.van.acker@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 reminder with all practical information.

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 OF THE TRAINING

Language: Dutch or English (Depending upon preference by participants)

QUESTIONS ?



Contact Justine Van Acker

European Pricing Platform
Izegemsestraat 7 A3/4
8860 Lendeledede
Belgium

E-mail: justine.van.acker@pricingplatform.eu
Telephone: +32/(0)51.32 .03. 72

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.