



T R A I N I N G

Strategic Pricing: Strategies & Tactics of Pricing

For both B2B and FMCG Decision Makers

Date: October 6th and 7th, 2010

Location: 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 understand the main challenges when it comes to pricing
2. You speak the pricing language of pocket prices, band width, price waterfall, etc.
3. You understand the difference between value and willingness to pay
4. You understand the different pricing strategies with their advantages and disadvantages
5. You have insight in the different price setting techniques
6. You can set-up your own pricing process
7. You know the main pricing research tools to close info gaps
8. You understand the pricing game
9. You know how to avoid to avoid pricing wars
10. And how to fight back 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

REFLECTIONS ON PRICING

1. THE IMPORTANCE OF THE PRICE
 - The price formula: pure & simple
 - The impact of the price on your margins
2. The impact when it goes wrong
 - Understanding the pricing game
3. What can we learn from Julia Roberts ?
4. Main observations when it comes to pricing
5. Understanding value :
 - . how is value created ?
 - . what is value ? understanding value mapping
6. The difference between value and willingness to pay

THE OPTIMUM PRICING PROCESS

1. 7 steps to a master pricing strategy and -implementation
2. What are your pricing objectives related to price determination

HOW TO LINK PRICING TO STRATEGY ?

1. Pricing goals
 - Do you have them ?
2. How to adapt your pricing strategy at today's economic reality ?
 - Do you have a price strategy ?
3. What pricing strategic choices do you have ?
 - From fixed price over flat price toward for free pricing strategy....
 - The 17 choices ; one versus variable pricing, open end pricing, for free pricing, penetration/experience curve pricing, competitive pricing, price discrimination,...
 - Advantages and disadvantages

PRICE SETTING

1. A complex stakeholder model...
 - What forces do influence your pricing ? What is the most dominant ?
2. The classic knowledge gaps, and how to solve them
 - Do you know your pocket prices?
 - Do you know your price waterfall?
 - Do you know your price band width?
 - Do you understand WTP and elasticity ?
 - Insight in the most important pricing research tools

3. The most important price setting 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, ... : pros and cons.
4. Product mix pricing
About captive pricing, options pricing, multi unit pricing, bundling, versioning : best practices

PRICE DISCOUNT STRUCTURES

1. What is best practice ?

PRICE IMPLEMENTATION

1. Main pitfalls and how to deal with

MONITORING EFFECTIVENESS OF YOUR PRICE STRATEGY

1. What should we measure ?

REFLECTIONS ON PRICE PRESSURE AND PRICE WARS

1. Price Pressure : main reasons and how to react
2. Before you fight back : what questions to ask first ?
3. How to avoid price wars ?
And how do you fight a pricing war when it is unavoidable...
As price leader, follower or challenger....

PRACTICAL

WHERE AND WHEN ?

Date: October 6th and 7th, 2010
Address: 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: justine.van.acker@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 you will be sent a route description and list of attendees.

TRAINING LANGUAGE

Dutch or English (to be decided)
Language depends upon the language barrier from the registrants

QUESTIONS ?



Contact Justine Van Acker:

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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

OUR PARTNERS

PRICING EXPERTS



<http://www.deloitte.com>



<http://www.nmanet.nl>



<http://www.vanaerdeconsulting.be>



<http://www.youneedpricing.com>

PRICING RESEARCH EXPERTS



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



<http://www.solutions2.be>

PRICING TECHNOLOGY EXPERTS



<http://www.prospricing.com>



<http://www.vendavo.com>



<http://www.acceval-intl.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.

PRIVACY STATEMENT

From Participants, Non-Participants (workshop and/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.