



T R A I N I N G

Fundamentals of Pricing for Controllers

Date: November 23rd and 24th 2010

Location: Domein Martinus, Antwerp

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

OVERVIEW

FUNDAMENTALS OF PRICING FOR CONTROLLERS

Proper pricing of products and services is one of the key value creators for organizations. Unfortunately this remains in many European companies underexposed. However, a 1% improvement in price has an average impact of 15% on the EBIT of organizations. This is how performance pricing provides a higher value-added than most acquisitions or cost programs. As in most organizations, the pricing has no single owner, there remains a surprising amount of money on the table.

The program explores various aspects of pricing. It discusses topics such as pricing, the choice of volume or margin, pricing strategies, cost responsibility, the organization of the pricing process and various pricing techniques. Sufficient to explore, change or improve the pricing of your own organization at the end of the program!

OBJECTIVES

This course complements the existing knowledge of cost prices and cost systems from the perspective of other functional areas, including marketing and sales. It goes beyond where the controller normally looks. You have a better understanding of the importance and impact of pricing on the organization and its cash flows. Following topics will be discussed: pricing strategies, pricing mechanisms in relation to the relative market position, on the basis of best practices of appealing organizations. Afterwards, you are better able to function as a sparring partner for CEO's and business executives.

FOR WHOM ?

- CFO
- Financial Executives
- Controllers
- Auditors
- ...

YOUR TRAINER



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).

PROGRAM

DAY 1

1. REFLECTIONS ON PRICING FIRST...

- The importance of pricing
- When pricing goes wrong
- What can we learn from Julia ?
- Main observations when it comes to pricing
- The road towards pricing excellence
- Understanding value
- The difference between value and willingness to pay

2. HOW TO LINK PRICING TO STRATEGY

- About pricing goals
- What do you know about your industry rules ?
- Do you want to become price leader or follower ?
- What is your ultimate goal ?
- What is your price strategy choice ?

DAY 2

1. PRICE SETTING

- A complex stakeholders model ...
- The classic knowledge gaps + how to solve them
- The most important price setting techniques
- Product mix pricing

2. PRICE IMPLEMENTATION

- Defend / sell your value
- Stop price leakage

3. PRICE MONITORING

4. SPECIAL TOPIC: HOW TO PREVENT AND FIGHT PRICE WARS

PRACTICAL

WHERE AND WHEN ?

Date: 23rd and 24th of November 2010

Address: Domein Martinus, Antwerp (Belgium)

DURATION

Two days, from 9 AM until 17.30 PM

PRICE

Non-participants:

€ 1285,00 , excl. 21% VAT (VAT only applicable for Belgian companies)

ePP-Participants:

€ 1160,00 , excl. 21% VAT (VAT only applicable for Belgian companies)

Catering and documentation are inclusive. diner and accommodation are exclusive.

REGISTRATION

Click on following link:

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

Or E-mail: 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 route description.

ANNULATION / REPLACEMENTPRICE

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 in case of non-German speaking participants)

VRAGEN ?



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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

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.