



T R A I N I N G

Implementing Value Pricing

For B2B Organizations

Date: 21st of October 2010

Location: Zürich, Switzerland

Speakers: Sean Geraghty (Vendavo) – Elliot Yama (Vendavo)

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

OVERVIEW

IMPLEMENTING VALUE PRICING FOR B2B ORGANIZATIONS

Recent years have seen a surge of interest in “value pricing” – the practice of setting prices based on the value a product or service creates for customers, as opposed to a mark-up on costs.

The logic behind value pricing is straightforward. Simply applying a standard mark-up to costs leaves untapped value where some customers in some situations would be willing to pay more. A value-based approach to pricing is especially useful in business-to-business settings where diverse customer needs and the prevalence of customer-specific negotiated prices mean that prices can be tailored to narrow segments.

Yet, despite these benefits, many firms fail to effectively employ value pricing.

Implementing Value Pricing for Business-to-Business Organizations is a one-day interactive training class which will provide pricing practitioners with valuable insight to successfully implement value-based pricing strategy for their business.

RESULTS

Participants in this interactive workshop will take away the following:

- Understanding of the business potential of value pricing for your business
- Best practice “know-how” to address the challenges of implementing value pricing
- Basic tools to assess the value of your offerings
- Fundamental value pricing terminology
- Insights into the challenges of deploying value pricing strategies in B2B organizations
- Introduction to methodology for developing value-based pricing strategy

FOR WHOM ?

- Product Managers
- Marketing Managers
- Key Account Managers
- Heads of Business Units
- General Managers
- Controllers
- Pricing Managers
- Sales Managers

YOUR TRAINERS



Sean Geraghty is a Vice President responsible for Pricing Science at Vendavo. Prior to joining Vendavo, Sean was a Senior Manager in the Pricing and Profitability Management practice at Deloitte, where he led an Advanced Analytics team. Prior to Deloitte, Sean held Vice President and Principal Scientist roles with SAP / Khimetrics, where he developed and delivered enterprise price optimization software.

Sean holds a Ph.D. in Chemical Engineering from the University of Houston, and has 20 years of experience in mathematical modeling and advanced analytics across numerous industries.

Sean has held adjunct faculty positions at several colleges and universities, where he teaches courses in mathematics, statistics, and engineering.



Elliott Yama is a Director responsible for Education and Product Documentation at Vendavo. Elliott is a former partner at Strategic Pricing Group / Monitor, where he lead a group specialized in helping B2B organizations develop skills to implement pricing strategies. Elliott possesses a wealth of experience as a consultant on pricing strategy in a broad range of industry settings and has extensive experience in executive education.

Elliott holds an MBA from Boston University and is a faculty member of the Professional Pricing Society, and the Institute for the Study of Business Marketing (ISBM) at Penn State. He has been a featured speaker on pricing and negotiation strategy at the Professional Pricing Society's annual conferences since 2002.

PROGRAM

OVERVIEW

1. WHY A VALUE-BASED APPROACH

- Defining value pricing in B2B
 - Managing customer value perceptions
 - Avoiding the traps of one-size-fits-all pricing
- Benefits of B2B value pricing
 - Financial benefits
- Strategic benefits

2. ASSESSING CUSTOMER VALUE

- Common value assessment frameworks
 - Understanding reference pricing
 - Identifying differential value
 - Utilizing value maps

3. CAPTURING VALUE IN PRICE

- Exercise: Developing a simple value pricing strategy
- Price fences and common value capture techniques

4. HURDLES FOR IMPLEMENTING VALUE-BASED STRATEGY

- Product issues
- Organization issues
- Customer issues
- Competitor issues

5. BEST PRACTICE SOLUTIONS

- Leveraging data to capture value in pricing:
 - Deal data
 - Transaction data
 - Supply chain data
- Case study

PRACTICAL

WHERE AND WHEN ?

Date: 21st of October 2010
Address: Zürich, Switzerland

DURATION

One day, from 9 AM until 17.30 PM

PRICE

Non-participants: € 725,00 excl. 21% VAT (VAT only applicable for Belgian companies)

ePP-Participant: € 652,00 excl. 21% VAT (VAT only applicable for Belgian companies)

Want to become a participant: € 1045,00 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: 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 / 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

English

QUESTIONS ?



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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.