



T R A I N I N G

# How to implement Performance Based Customer Pricing

- Defining principles
- Simplifying processes and tools
- Implementation, step by step

Date: 9 September , 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

### COMMERCIAL STRATEGY, FOUNDATION FOR GROWTH

Over the past few years, pricing has become without any doubt one of the most discussed means to improve profits. Many companies have heard about it and quite a few are installing pricing officers or even pricing departments. However, surveys revealed that only a minority of companies has reached pricing excellence. In many cases it is even fair to say that international companies have difficulties in harmonizing their approach to customer trading terms and conditions across the Western & Central Eastern European countries.

This training will show you how to lay the foundation for long term profitable growth by implementing a pragmatic, fact based commercial policy. We will address the differences and commonalities in various markets and provide a step by step approach to implement a “pay for performance” price waterfall. You will get insight into the different elements of a coherent commercial policy and understand which levers will help your company to improve its brand positioning and profits. The training will be highly interactive and enables you to interact with your peers in an exciting setting.

### RESULTS

- You have an overview on all aspects relevant to setting a commercial strategy
- You understand how the commercial mindset should be reflected in the supportive operational systems
- You understand how to simplify the strategy in order to make its implementation manageable
- You know how to align/connect the different processes in marketing, sales, finance & IT
- You are aware of the essential elements in the price waterfall
- You know how to evaluate your commercial policy from different angles
- You know which steps are needed to implement a new strategy with sales teams and customers across different countries
- You acquire knowledge on how to track progress in a fact based manner

## FOR WHOM ?

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

## YOUR TRAINER

Ir. A.J.S. van der Vinne is managing partner at vdVinne Global Business Solutions. He and his team is working as commercial policy consultant for leading companies in an international environment. Through his European network he is also specialized in catalyzing collaboration between A-brands and leading International Key Accounts. Van der Vinne has managed various implementations of commercial policies especially in the area of Consumer Electronics in both Western and Central Eastern Europe. In this setting he has developed a specific expertise in translating pricing strategies into pragmatic policies that can be implemented internationally, while respecting local sensitivities.

Before becoming a consultant, Van der Vinne worked for Royal Philips Consumer Lifestyle, where he developed and implemented the commercial strategy after merging the Consumer Electronics and Domestic Appliances & Personal Care divisions. He started his career as a change manager in industrial environments and as certified Black Belt he improved several business processes leading to long term profitable growth.

# PROGRAM

## OVERVIEW

### 1. Commercial principles and brand perception

- Where to start defining commercial principles
- Describing the key deliverables to be achieved
- Commercial principles and competition law

### 2. From strategic principles to a commercial policy

- Changing Marketing- and Sales-mindset
- Aligning Finance and IT infrastructure
- Closing the operational loop: target, measure, learn & improve

### 3. Practical rules & execution

- Value based pricing
- Distribution Strategy
- Trading terms & conditions
- Floor Prices

### 4. Implement step by step and capture value along the way

- Importance of burning platform
- Getting organized internally
- Preparation of local & international sales teams
- Tracking progress via fact based KPI reporting & analysis

### 5. Case studies

- Determining fair remuneration for customer services
- Tips and tricks to implement with retailers

### 6. Summary & Key Learnings

- Take away from the training
- Evaluation & voting for future topics

## PRACTICAL

### WHEN AND WHEN ?

Date: 9 September 2010  
Address: Landgoed De Horst  
Driebergen – The Netherlands

### DURATION

One-day program, from 9.00 AM until 17.30 PM

### PRICE

Non-participants:

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

ePP-Participant:

€ 645,00 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](mailto: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

Dutch or 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.