



T R A I N I N G

# Pricing for Financial Services

Ensuring Revenue Growth and Market Share

Date: 29<sup>th</sup> and 30<sup>th</sup> of September 2010

Location: Leuven, Belgium

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

## OVERVIEW

### PRICING FOR FINANCIAL SERVICES

The financial services industry is undergoing a period of dramatic change unlike nothing seen since the great depression. Credit has been tight, with some of the most famous financial service institutions both large and small being allowed to fail. The worldwide sub-prime crisis is reshaping how banks, insurance companies and credit agencies develop go-forward strategies to attract and manage capital.

Over the last decade, the trend across many industries has been a steady decline in customer loyalty, especially retail banking. The advent of the Internet for general consumption has provided consumers with an efficient, low-cost approach for research alternative choices while concurrently creating price transparency. Traditionally, financial service institutions promoted product offerings and features to as broad an audience as possible to meet revenue and ROE targets. There was less attention to customer mix, customer profitability and customer relationship management to all but the most elite or 'High Net Worth' customers.

Effectively **CREATING, IDENTIFYING, and COMMUNICATING** your **VALUE** proposition to customers is therefore of the utmost in importance. The reward ...**THE "RIGHT" PRICE to THE "RIGHT" CUSTOMER.**

By attending this Strategic Pricing Workshop, Michael will introduce you to the latest Value-Based Pricing techniques to analyze pricing processes that go beyond the industry's current norm of purely risk and reference. Michael will also highlight several B2B and B2C case studies and provide you with some challenging group exercises to develop pricing and customer segmentation strategies.

### RESULTS

***More specifically, some relevant topics will help you;***

1. Move from Destructive pricing practices
2. What are the reasons for the increased importance of pricing in financial services institutions, and how can pricing be used to increase profits?
3. Move from a standardized product rate approach to one driven by pricing to customers' expectations of value.
4. Measure the value delivered to customers and how it differs across different customer segments e.g. Low Value, Mass Affluent, Strategic and High-Net worth Individuals.

5. Define price and product structures that take advantage of how customers perceive value differently.
  6. Implement prices in ways that 'erect fences' between homogeneous customer segments that value bundles of products and services in a like fashion.
  7. What effect does brand have on rates, fees and vice-versa?
  8. What is a price-response function and how can this function be reliably determined to optimize prices for financial service products?
  9. Move your financial service institution from a commodity-driven sales approach to customization and a personalized service offering
  10. How should pricing be monitored by financial services institutions?
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### **FOR WHOM ?**

- Insurance
- Banking
- Financial Managers
- Etc.

## YOUR TRAINERS



### **Michael Hurwich, M.B.A.**

#### **President, Strategic Pricing Management Group**

Michael has consulted to major Fortune 500 and mid-sized firms for the past 15 years. He is one of the foremost pricing consultants known around the globe for his hands-on pragmatic approach integrating Value Based Pricing practices within an organization to Strategy development and tactical pricing. He started his consulting career at Braxton Associates, the strategic arm of Deloitte & Touche Consulting Group. During his consulting career, Michael has developed numerous corporate and business unit strategies for a broad range of clients in a broad range of industries including telecommunications, finance and insurance, logistics and distribution, technology solutions, FMCG, pharmaceuticals, retail and not-for-profits. Michael has written numerous articles on pricing and marketing strategies including, "Pricing in Turbulent Times", "Managing 100 Basis Points", "Pricing for Speed: A Pharmaceutical Case", and "Channel Management in Financial Services". He periodically writes and speaks for PPS and the Pricing Institute. He is also a frequent lecturer in China, India, Singapore, Dubai, Malaysia, Europe, the United States and Canada.



### **Loic Le Corre**

#### **Managing Partner, SPMG Europe**

Prior to joining SPMG, Loic has had a distinguished career as a consultant and business owner. Over the past 20 years he has created two businesses which have been sold to a leading Fortune 500 company. Loic was also Vice-President of strategic consulting for a major consulting firm. While there he was located at the Washington, DC office for two years and took part in the creation of the London, Geneva and Paris offices. In addition to his work with those companies, Loic has extensive experience in the Financial Services and Telecom sectors. Loic also has a very deep knowledge of strategic marketing and in that capacity has done extensive work on maximizing pricing and value propositions. Within the pricing and Value Management realm Loic has developed specific expertise in new product launch, client value modelling and in Pricing Capabilities Development Programs for Large Companies. Loic graduated as an engineer from the Ecole Polytechnique in Paris and received an MBA from the Wharton School (University of Pennsylvania).

# PROGRAM

## OVERVIEW

**MORE DETAILS SOON AVAILABLE**

## PRACTICAL

### WHERE AND WHEN ?

Date: 29th and 30th of September 2010  
Adres: Leuven, Belgium

### DURATION

Two days, from 9 AM until 17.30 PM

### PRIJS

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](mailto: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.

### LANGUAGE

English

## 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

## 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.