

FROM PRICING STRATEGY TO SALES EXECUTION

BEST PRACTICES FOR PROFITABLE PRICING EXCELLENCE

PRICING SOLUTIONS PRICING WORKSHOP TOUR 2015



2 WORKSHOPS
7 LOCATIONS

- **LONDON:**
13TH-14TH/05
- **MADRID:**
27TH-28TH/05
- **DÜSSELDORF:**
10TH-11TH/06
- **BRUSSELS:**
24TH-25TH/06
- **COPENHAGEN:**
09TH-10TH/09
- **PARIS:**
23RD-24TH/09
- **ZURICH**
30TH-01ST/09-10

Pricing Excellence Training

Two days of "Best-In-Class" Pricing Training Workshops across seven European locations, providing tangible high value expertise and pragmatic content.

Designed for both organizations starting on their Pricing Journey, as well as those already at a higher level of Pricing Maturity.

Networking with Peers

Over the past editions, more than 800 Pricing Professionals have benefited from interacting with peers from a variety of industries, with a satisfaction rate (NPS) of 4,8 out of 5.

PPS Certified Pricing Professional Accreditation

Attendees will receive one credit for each workshop towards the certification as CPP - the Certified Pricing Professional accreditation delivered by the Professional Pricing Society.

Why should you attend?

- Acquire expertise to support your successful Pricing Journey: Roadmap for Excellence, Change Management and Sustainable Pricing Capabilities.
- Assimilate and master the Best Practices at each level of Pricing Maturity: Transactional, Value & Solutions Pricing.
- Embed World Class sustainable Pricing Capabilities: Strategy, Segmentation, Analytics, Data Flow, Tools, Sales Force Pricing ...
- Practice through actionable hands-on exercises, role games, business cases and interactive round tables.

Who should attend?

Over the years, attendants enjoying the Workshops have been:

- 50%: Pricing Managers (Global, European and Country levels)
- 30%: Vice Presidents and CxOs (Finance, Marketing and Sales)
- 20%: IT Profiles looking for "Pricing Systems Transformation"

**Be part of this unique Pricing Experience:
The Pricing Workshop Tour 2015**

"A workshop with an important message: by understanding how to capture market potential, we should be able to be prepared for a competition that is getting harder every day."
Attendee, Brussels

"The workshop has provided me with an excellent and very detailed view of methodologies."
Attendee, Düsseldorf

"Very well structured training. It was practical and contained a lot of good business cases and interesting discussions."
Attendee, Paris



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PRICING WORKSHOP TOUR 2015: AGENDA

Workshops starting at 8:00 with 30-minute coffee registration, ending at 17:30

Topics covered in Workshop Day 1:

🌀 Leverage the 5 Levels of World Class Pricing[©]

- Understanding the foundations of the Pricing Discipline
- Building-up your specific & actionable Pricing Roadmap for Excellence
- **Collaborative Exercise: Price War along the 5 Levels of World Class Pricing[©]**

🌀 Getting started on a successful Pricing Journey

- Getting your CxO Support & Best-Practices to engage your Organization Cross-Functionally
- Sustainable Pricing Capabilities: People, Processes, Structure, Objectives & Systems
- **Collaborative Exercise: Design your own Pricing Journey**

🌀 Implement Transactional Pricing

- Taking Control & gaining Transparency along the Pricing Process
- Effective Pricing Function & the role of the Pricing Team
- **Collaborative Exercise: Doing your Strategic Diagnostic for Pricing Excellence**

🌀 Key Ingredients for a Wining Transactional Strategy

- Pricing Segmentation as the blood of Pricing
- Best-In-Class Analytics for superior Pricing Intelligence at Transactional Level
- **Collaborative Exercise: Creating your Transactional Strategic Thinking Process**

Networking Dinner sponsored by ORACLE[®]

In each one of the locations, an exclusive Restaurant will be selected to enjoy culinary & oenological experience as the basis for an unforgettable networking evening

Topics covered in Workshop Day 2:

🌀 Pragmatic & Rewarding Value Pricing

- Demystifying Value Pricing: The principles
- The Methodologies to integrate Value Pricing Research for Market Intelligence
- **Collaborative Exercise: Building your own Value Map**

🌀 The Nirvana of Solutions Pricing

- Definition of Solutions Pricing
- How to achieve Solutions Pricing and avoid the tricky traps it holds
- **Collaborative Exercise: Best Practices Business Cases in Creative Solutions Pricing**

🌀 Integrated Pricing Dataflow Control Center (iPDC2[©])

- How to solve the most common road-blocker in the Pricing Journey to Excellence
- Implement Data Automation, from Data, through Information, to superior Pricing Intelligence
- **Collaborative Exercise: Learn how to solve your Pricing Data challenges**

🌀 Integrated Pricing Intelligence Platform (IPIP[©])

- Review how Pricing Systems can support your Journey to Pricing Excellence
- Best-In-Class Pricing Tools for Strategy, Price Setting, Execution and Monitoring
- **Collaborative Exercise: Design your Pricing Sales Force Execution System**

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DATES & CITIES



London

May 13th & 14th

London Marriott Hotel Kensington



Madrid

May 27th & 28th

Hotel Puerta de America



Düsseldorf

June 10th & 11th

Renaissance Düsseldorf Hotel



Brussels

June 24th & 25th

Brussels Marriott Hotel



Copenhagen

September 09th & 10th

Copenhagen Marriott Hotel



Paris

September 23rd & 24th

Paris Marriott Opera Ambassador



Zürich

September 30th & 01st

Zürich Marriott Hotel

Register before
March 20th and
benefit from our
Early Bird Discount
– **30% OFF***

Group & Referrals Discounts

2 Attendees	20%
3 Attendees	30%
4 Attendees	40%
5 Attendees+	50%

Group & Referral discounts apply to attendees registering simultaneously.

Registrants can be from the same or different countries and/or companies and attend the same or different workshops.

Do not forget to invite your colleagues & contacts!

ATTENDANCE FEES

Workshop
Day 1

895 EUR

Workshop
Day 2

895 EUR

Workshop
Day 1 & 2

1.490 EUR

CLICK
to contact Us
and Register
TODAY!

Take advantage of Early Bird & Groups-Referral Discounts.
Request your personalized quotation!

** Early Bird Discount is not compatible with either Group or Referral Discount. Dates are tentative and subject to modification, as they depend on the final number of attendees. Number of attendees is limited to 20 per Workshop.*