

Becoming An Effective Pricer

An Overview of Pricing Solutions' Tailored Private & Public Courses

NORTH AMERICA • EUROPE • ASIA PACIFIC • LATIN AMERICA

pricingsolutions.com



World Class Services

“360° Expertise”

Only Pricing, and All About Pricing

Strategy & Management	Research & Analytics	People & Organization	Systems & Tools
Pricing Capabilities Assessment and Implementation Roadmap	Pricing Research for Elasticity Modeling & Optimization	Pricing Governance & Steering Committee, Dashboard & Scorecard	Systems Readiness Projects, Building Internal IS Capabilities
Opportunity Assessment - Price Management, Offer Structure and Leakage	New Product Strategy, Market Dynamics & Competitive Intelligence	Pricing Function Set-Up, Global & Local Organizational Structure	Systems & Tools Development, Business Intelligence
Strategic Issue Resolution – Price Setting, Channel Management, SKU Mgt	Pricing Transactional Analytics, Potential – ROI Measurement	Job Description, Performance Evaluations	Pricing Systems Assessment, RFI/RFP & Contract Management
Tool Development for Transactional and Value Pricing	Cost to Serve, Products & Services Bundling, Trade Terms Optimization	Training & Coaching, Customized & Standard Modules	Systems Program Management & Implementation Support

Results - Increase Revenues and Margins

Pricing Training

Pricing Solutions' has developed a number of training programs including:

- 🌀 Selling Value Instead of Price
- 🌀 How to Achieve World Class Pricing
- 🌀 Managing and Measuring Your Pricing Effectiveness
- 🌀 Core Pricing Skills
- 🌀 World Class Pricing in (B2B, FMCG, Pharmaceutical, Media)
- 🌀 Pricing During Turbulent Times
- 🌀 The Pricing Managers Toolbox
- 🌀 Managing the Price Setting Process
- 🌀 Achieving Price Optimization
- 🌀 Executing World Class Pricing Research
- 🌀 Pricing Strategy Playbook
- 🌀 How to Sell a Price Increase

Training Experience

We have...

- 🌀 Developed training program over the past 20 years
- 🌀 Trained more than 30,000 executives on pricing
- 🌀 Provided in-house training for more than 200 companies
- 🌀 Provided training on a global basis for leading companies
- 🌀 Developed and instructed 10 different Certified Pricing Professional (CPP) programs
- 🌀 Received the #1 ratings at the PPS conferences on numerous occasions

Our Approach to Learning

We believe that people will learn more if they are engaged and having fun. We take the following approach to ensure that we are creating this type of environment:

- 🌀 **Activity based/experiential** – We quickly move from theory into application through the use of team breakouts and individual exercises.
- 🌀 **Application to problems faced by participants** – We design the exercises and breakouts to provide participants with the opportunity to work on their business issues in real time. This way, they leave the session with work completed and a clear sense of what needs to be done when they return to their desk.
- 🌀 **Leverage the group's wisdom** – Participants are encouraged to contribute throughout the session. As well, there is debriefing and testing for understanding at the end of each exercise. This exercise provides an important opportunity for participants to share.
- 🌀 **Industry focused** – We will be using industry specific cases and providing industry specific examples. These cases and examples extend the learning of the team and can easily be related to their own situation.



Paul Hunt

President

phunt@pricingsolutions.com

Professional Background – Pricing Strategist, Speaker and Published Author

■ 20+ years as pricing consultant

■ 15+ years as President of Pricing Solutions Ltd.:

- Global perspective: Works with leading companies on a global basis, helping many international organizations and Fortune 500 companies achieve World Class Pricing competency.
- Strategy: Developing Pricing Strategies for clients to optimize profits and market share
 - ❖ Pricing Diagnostic to assess company performance in Pricing Processes and Infrastructure
 - ❖ Advanced segmentation and price structure redesign
 - ❖ Facilitation of Executive teams to develop and choose strategic opportunities
- Pricing Management: passionate about redefining the interaction between Sales, Marketing, Customer Service and Finance for our clients through improved Pricing Management.
 - ❖ implement a data driven, metric measured process to overcome the emotions, opinions, and cross functional barriers that often exist in organizations
 - ❖ Key Pricing Performance Measures
 - ❖ Lead development of price change processes to optimize profits leading to project ROI >10X
- Training and Facilitation: Provides Training to several leading global companies, Among highest rated speakers at PPS. Executive facilitation.

Education

■ **M.B.A.**

(Richard Ivey School of Business, London, ON, Canada)

Languages

Fluent

- English

Functional Expertise

- Pricing Strategy
- Pricing Management
- Organization & Improvement Process
- Pricing Research
- Change Management

Industry Expertise

- Software and IP based business
- Manufacturing
- FMCG
- Pharma & Med. Devices



Kirk Jackisch

Vice President, Pricing Strategy & Management – Boston Office
kjackisch@pricingsolutions.com

Professional Background – Pricing Strategy and Capabilities Expert

■ 10+ years as Pricing Consultant and leader

- Pricing Strategy: Developing Pricing Strategies for clients to maximize both profit and growth
 - ❖ New product pricing development
 - ❖ Mature product pricing management
 - ❖ Deal negotiation
- Pricing Management: passionate about redefining the interaction between Executive Management, Sales, Marketing, Product Management and Finance for our clients through improved Pricing Management.
 - ❖ Implement a data driven, metric measured process to overcome the emotions, opinions, and cross functional barriers that often exist in organizations
 - ❖ Lead development of price change processes and policy development to optimize profits leading to project ROI >10X
 - ❖ Key pricing performance measures and reporting

■ 15+ years as a Management Consultant helping clients resolve strategic issues

- Operational solutions: Focus on developing successful recommendations for clients that can be implemented
- Knowledge Transfer and Capabilities Development: Works side-by-side with clients to ensure delivery of necessary individual and group training, and skill transfer
- Long-term client relationships: Establishes long-term point of view since pricing success ultimately is a journey.

Education ■ M.B.A. (Amos Tuck School of Business, Dartmouth College)	Languages Fluent <ul style="list-style-type: none"> ▪ English ▪ German 	Functional Expertise <ul style="list-style-type: none"> ▪ Pricing Strategy ▪ Pricing Management ▪ Organization & Improvement Process ▪ Change Management ▪ New Product Strategy 	Industry Expertise <ul style="list-style-type: none"> ▪ High tech (hardware, software, services) ▪ Healthcare (medical products, medical devices, insurance, etc.) ▪ Consumer products
--	---	---	--

Pricing Training as a Catalyst for Change

Often Training is used as a catalyst for a broad culture change with respect to pricing. Our Training methodology has proven effective at delivering results

Step	Description	Purpose
Stakeholder buy in	Review philosophy, outline and approach	Build confidence in the relationship
Agree on Pricing Methodology	Discuss current process and plan potential changes	Train a process and tools, including where and how to use them
Curriculum development	Customize materials	Looks and feels like part of the company
Pilot Program	Test curriculum and execution	Gain feedback from supporters
Executive Sign off	Run the program for executives	Obtain sign off that “this is the process”
Roll out	Control attendance initially, build support	Use key influencers to lead the change
Self Assessment	Benchmark processes develop a roadmap	Establish baseline and roadmap for change
Key Pricing Indicators	Develop/track KPIs	Measure improvement

Draft Agenda:

Selling Value Instead of Price

Training sales teams on how to Sell Value Instead of Price is one of our core offers. The following provides an overview of the [typical agenda for a session](#). If desired, this [can be shortened to a ½ day or a keynote presentation](#).

Time	Topic
8:00 – 8:15	Introduction
8:15 – 9:00	Pricing Overview
9:00 – 10:15	Value-Based Pricing <ul style="list-style-type: none">• Value Map
10:15 – 10:30	Break
10:30 – 11:30	Value-Based Pricing <ul style="list-style-type: none">• Financial Value Measurement
11:30 – 12:00	Pricing Psychology
12:00 – 1:00	Lunch
1:00 – 2:00	Competitive Pricing
2:00 – 2:15	Break
2:15 – 4:15	Handling Pricing Objections
4:15 – 5:30	Discussion/Q&A/Wrap-up



Our Company

Pricing Solutions Ltd.

Pricing Solutions Ltd. is an international consulting firm specializing in pricing. Since our inception in 1993, we have built our practice on developing long-term relationships with clients.

- 🌀 Experience in a wide variety of industries and both B2B and B2C markets
- 🌀 Over 700 projects
- 🌀 Proven superior record of attaining measurable results
- 🌀 Senior pricing team with an implementation focus
- 🌀 Strategic orientation – we talk business, not numbers in a vacuum

Our Mission

To significantly improve our Customers' profitability by helping them achieve a World Class level of Pricing Competency.

To accomplish our Mission:

WE ARE

Experts in Pricing

Multi-Sector Experienced

Worldwide & Multi-Cultural

50 Senior Members

WE PROPOSE

World Class Methodologies

Unique 360° Capabilities

Change Management

Partner Relationship

WE DO

Capabilities Transfer

Effective Implementation

Participative Approach

10:1 ROI Minimum

International Capabilities

With offices around the world



Global Clients

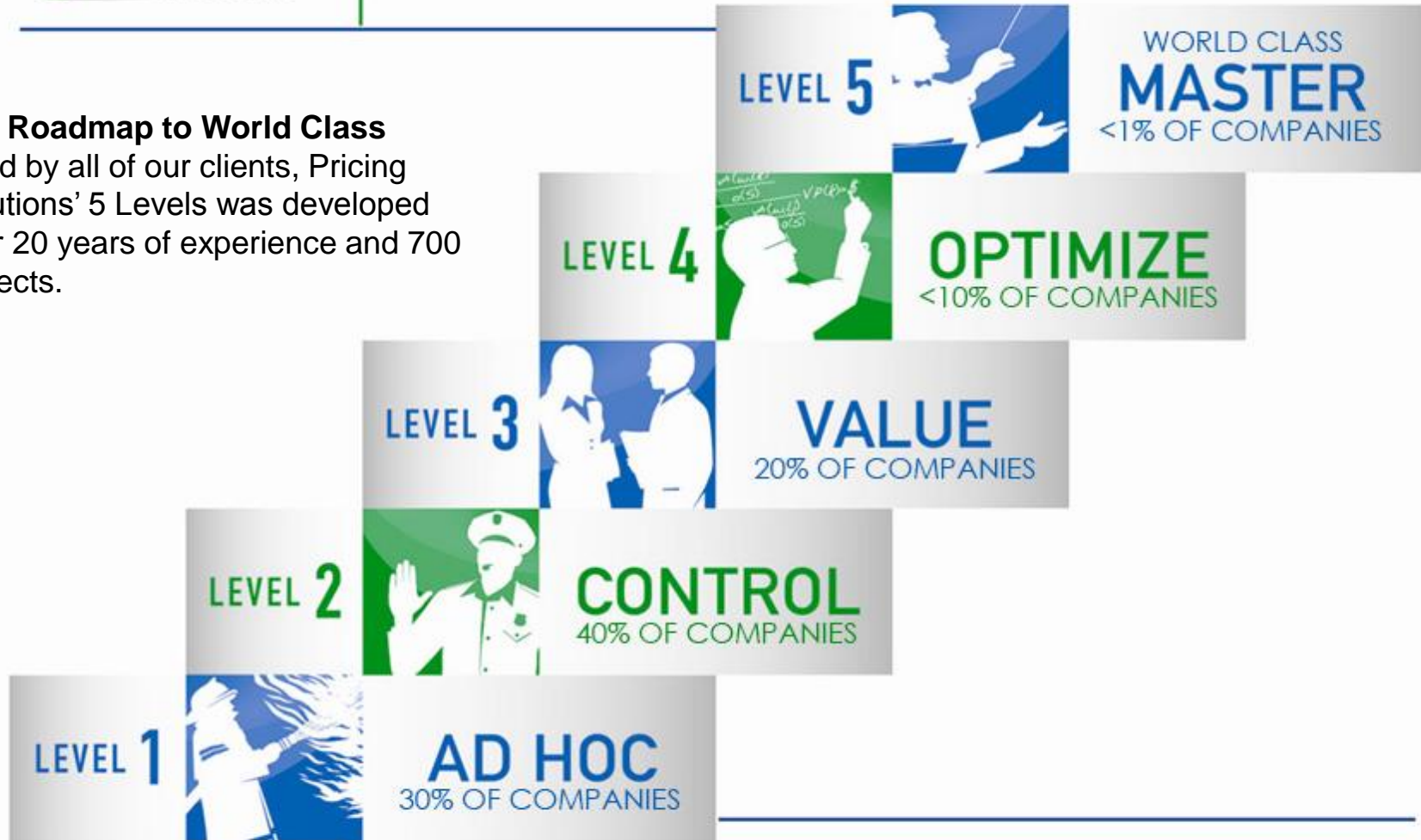
Over the past 20 years, Pricing Solutions has provided pricing training for many leading multi-nationals including:

Pricing Training					
					
					
					
					

WORLD CLASS PRICING

The Roadmap to World Class

Used by all of our clients, Pricing Solutions' 5 Levels was developed over 20 years of experience and 700 projects.



PROCESS MATURITY LEVELS