

Pricing analytics is proving to be a ‘hot topic’; not only with many of our clients, but also during the Professional Pricing Society’s Annual Fall Conference.

It was the main topic of several keynote speeches and breakout sessions, and was a prevalent theme throughout the rest of the conference.

Like every year, Pricing Solutions was in attendance in Las Vegas, October 21-25. Fittingly, we were holding a pre-conference workshop on “Pricing Analytics and Optimization Solutions”.

Attendees were there to learn how to implement pricing analytics within their organization. Interestingly, a significant majority of them were coming from the B2B space, traditionally considered as lagging behind B2C companies when it comes to analytics in general, and pricing analytics in particular. The gap certainly seems to be narrowing, and I look forward to where analytics takes us next.

Sincerely,
Frederic

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New this Month:

Blog by Greg Thomas, VP Research & Analytics
[Group therapy for Pricing Managers](#)

Blog by Corinne Goldberg, Pricing Analyst
[Quantified customer research is key to optimising](#)

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COMING UP

10th Annual PPS European & Global Pricing Workshops & Conference

November 26-28 • Barcelona, Spain
[\[Learn More\]](#)

[fashion prices](#)

Blog by Ben Brazier, Senior Consultant

[Win pricing battles without going to war](#)

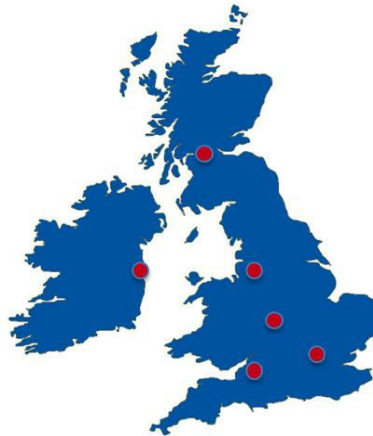
More from Pricing Solutions...

New Seminar Series

Pricing Tools & Techniques for B2B and Manufacturing Organisations

Pricing is one of the key influences on your sales, but how confident are you that you've got it right?

Pricing Solutions' UK office has just finished a successful run of workshops covering why pricing is so important to your business performance.



Although the Tour is now over, we are making copies of the presentation available to all our newsletter subscribers.

[Request Slides](#) | [Contact United Kingdom Office](#)

10th Annual PPS European & Global Pricing Workshops & Conference

The 2014 Conference will be held **November 26-28 in Barcelona, Spain**. This Conference also features the 5th Annual Executive Summit with five new speakers joining the panel.

Pricing Solutions is proud to present [Practical Pricing Skills to Jumpstart Your Pricing Process](#), led by PSL's **Paul Hunt & Tony Hodgson**. In addition to conference favourites, new topics have been added to this year's agenda.

Register for full-day and 2-day workshops on Value-based Pricing Simulation, Pricing Management and the Sales Team, Pricing and Corporate Strategy, and much more.

[More Info](#) | [Register Now](#)





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