



ONLINE PRICING COURSES

The path to pricing success.

The Professional Pricing Society brings today's cutting edge pricing training to you – wherever you are in the world. We have a compelling curriculum of Online Pricing Courses, with new relevant courses being added frequently. With our flexible pricing training options, you can get the education you need on a schedule that works for you!

Best of all, by completing these courses you receive credits towards earning your Certified Pricing Professional (CPP) designation.



WHAT IS THE CPP?

The Certified Pricing Professional (CPP) designation is the standard for advanced knowledge and expertise in the field of Pricing. As the only globally recognized pricing designation, the CPP establishes you as a true pricing professional. Since 2003, over 1,100 individuals have taken courses in pricing through Professional Pricing Society and passed their exam to earn the CPP designation.

HIGHLIGHTS:

- More than 1,100 professionals have received their CPP designation
- The CPP program was developed in conjunction with leading universities
- Many corporations are making the CPP designation an important requirement for pricing professionals

See all of our courses, descriptions and presenters at PricingSociety.com/training. We can help you develop a personal pricing education roadmap to give you the exact tools you need based on your industry and professional background.

ONLINE PRICING COURSES

LEVEL 100 - FOUNDATION OVERVIEW

- **CORE PRICING SKILLS**
Stephan A. Butscher
Chief Talent Officer, Simon-Kucher & Partners
- **CORE PRICING SKILLS**
Portuguese Version
Frederico Zornig
CEO & Founder, Quantiz Pricing Solutions
- **INTRODUCTION TO PRICING ON PURPOSE**
Ron Baker, Founder, VeraSage Institute *and*
Ed Kless, Sr. Director, Partner Development and
Strategy Sage
- **BEST PRACTICES IN DESIGNING
AND IMPLEMENTING VALUE-BASED
PRICING STRATEGIES**
Andreas Hinterhuber, PhD.
Partner, Hinterhuber & Partners,
Visiting Professor Bocconi University
- **BEST PRACTICES IN PRICING ANALYTICS**
Reuben Swartz
Lecturer, Consultant
- **CORE PRICING SKILLS**
Stephan A. Butscher
Chief Talent Officer, Simon-Kucher & Partners
- **PRICING DURING TURBULENT TIMES**
Paul Hunt
President, Pricing Solutions
- **THE SALES TEAM AND PRICING SUCCESS**
George Cressman
Founder and President, World Class Pricing

LEVEL 200 - PRICE SETTING

- **CONSUMER CHOICE RESEARCH FOR PRICING**
Walter R. Paczkowski, Ph.D.
President, Data Analytics Corporation
- **FUNDAMENTALS OF PRICE
INCREASE AND DECREASE**
Stephan Liozu, Ph.D., CPP
Chief Value Officer, Thales Group
- **HOW TO PRICE: QUANTITATIVE METHODS
IN VALUE-BASED PRICING**
Tim J. Smith, Ph.D., CPP
Managing Principal of Wiglaf Pricing
- **IMPLEMENTING PRICE CHANGES
IN COMPETITIVE MARKETS**
Richard Lancioni, Ph.D., CPP
Chair Department of Marketing,
Temple University, Fox School of
Business and Management
- **PRICING, VALUE & INNOVATION**
Stephan Liozu, Ph.D., CPP
Chief Value Officer, Thales Group
- **QUANTITATIVE METHODS THAT
HELP TO OPTIMISE YOUR PRICING**
Stephan A. Butscher
Chief Talent Officer, Simon-Kucher & Partners
- **VALUE-BASED PRICING AND
VALUE MODELING: THEORETICAL
& PRACTICAL PERSPECTIVES**
Stephan Liozu, Ph.D., CPP
Chief Value Officer, Thales Group

LEVEL 300 - PRICE VARIANCE MANAGEMENT

- **BEST PRACTICES FOR PRICING EXECUTION**
Joanne Smith
President, Pricing to Profits Consulting
- **DECISIONS IN ADD-ON AND VERSIONING
PRICE STRUCTURES**
Tim J. Smith, Ph.D., CPP
Managing Principal of Wiglaf Pricing



- **QUANTITATIVE METHODS IN DISCOUNT MANAGEMENT**
Tim J. Smith, Ph.D., CPP
Managing Principal of Wiglaf Pricing
- **SUCCESSFULLY MANAGING PRICING**
Anshu Jalora, Ph.D.
Co-Founder Sciative Solutions

LEVEL 400 - PRICING PSYCHOLOGY

- **BEYOND THE NUMBER**
Reuban Swartz
Lecturer, Consultant
- **INFLUENCING CUSTOMER PRICE ACCEPTANCE**
Tim J. Smith, Ph.D., CPP
Managing Principal of Wiglaf Pricing
- **NEW PERSPECTIVES ON PRICING**
Dr. Enrico Trevisan
Partner, Simon-Kucher & Partners
- **PSYCHOLOGICAL ASPECTS OF PRICING**
Andreas Hinterhuber, PhD.
Partner, Hinterhuber & Partners,
Visiting Professor Bocconi University

LEVEL 500 - ELECTIVES

- **ACHIEVING PRICING AND PROFITABILITY EXCELLENCE IN RETAIL**
Chris Goodin, Principal, Deloitte *and*
Kim Frazier, Senior Manager, Deloitte
- **AVOID THE COMMODITY TRAP: PRICING SERVICES IN A RECESSION**
Reed K. Holden, D.B.A.
Founder, Holden Advisors
- **BUNDLING'S IMPACT ON PROFITS**
Tim J. Smith, Ph.D., CPP
Managing Principal of Wiglaf Pricing
- **THE FUNDAMENTALS OF SERVICES PRICING**
Alfred P. Hahn
President, Hahn Consulting, Inc.
- **HOW TO ACHIEVE PRICING EXCELLENCE**
Jim Saunders, Leader of Pricing Management
Practice, Pricing Solutions

- **QUANTIFYING AND DOCUMENTING VALUE IN BUSINESS MARKETS**
Andreas Hinterhuber, PhD.
Partner, Hinterhuber & Partners,
Visiting Professor Bocconi University *and*
Todd Snelgrove, Global Manager, Value, SKF
- **QUANTITATIVE PRICING RESEARCH: FRAMEWORK AND METHODOLOGIES**
Walter R. Paczkowski, Ph.D.
President, Data Analytics Corporation
- **RETAIL PRICING STRATEGIES AND TACTICS**
Jon Hauptman
Partner, Willard Bishop LLC

LEVEL 600 - CORPORATE STRATEGY

- **CHANGE MANAGEMENT IN PRICING: THEORIES, BEST PRACTICES AND A TRANSFORMATIONAL FRAMEWORK**
Stephan Liozu, Ph.D., CPP
Chief Value Officer, Thales Group
- **THE 5C MODEL OF PRICING TRANSFORMATION**
Stephan Liozu, Ph.D., CPP
Chief Value Officer, Thales Group
- **ORGANIZING PRICING FOR SUCCESS**
Stephan Liozu, Ph.D., CPP
Chief Value Officer, Thales Group
- **PRICE CERTAINTY IN UNCERTAIN TIMES: 10 WAYS TO STOP LEAVING MONEY ON THE TABLE**
Mark Burton
Co-Founder & Vice President,
Holden Advisors
- **PRICING AND THE C-SUITE**
Stephan Liozu, Ph.D., CPP
Chief Value Officer, Thales Group
- **PRICING TRANSFORMATION: CREATING THE PASSION, URGENCY AND SKILL FOR SUPERIOR PRICING ACROSS BUSINESS, MARKETING & SALES**
Joanne Smith
President, Pricing to Profits Consulting



HOW DO I BECOME A CERTIFIED PRICING PROFESSIONAL?

To earn the CPP designation, one must:



Take 6 classes through
Professional Pricing Society
and pass each class's test



Complete the Study Sessions for review



Pass the CPP Exam



VISIT PRICINGSOCIETY.COM/TRAINING FOR ADDITIONAL INFORMATION.