



Driving profits via pricing: how psychological pricing and value quantification improve pricing and win rates for PCOs

57th ICCA Congress



Programme

10:30-11:45

Driving profits via pricing: how psychological pricing and value quantification improve pricing and win rates for PCOs

Sheikh Maktoum C, Ground floor

Description:

This session highlights how PCOs can implement a pricing strategy that considers an understanding of B2B buyer psychology in order to increase prices and win rates. This session also highlights the fundamental importance of value-based selling and value quantification in order to close more deals at higher selling prices.

Key elements of the session:

- PCO perspective: pricing — the key profit driver
- Client perspective: price — one among many elements considered in the PCO selection process; importance of price in the PCO selection process, for example, (matrix)
- Generating insights into client needs: insights and best practices to understand how clients select PCOs and how PCOs add value beyond price for clients
- Value quantification for PCOs: best practices of how PCOs quantify and document value to clients: using quantified, documented value to clients to avoid discounting
- Psychological elements of pricing: framing price and value in order to increase the perceived attractiveness of the offer without actually lowering prices

This session has been awarded 1.25 CE credits. CMP-IS Domain D: Finance Management.

Speaker:

Evandro Pollono, Managing Director, HINTERHUBER & PARTNERS



Biography



Evandro Pollono

Managing Director
HINTERHUBER & PARTNERS

Evandro Pollono is a Managing Director of HINTERHUBER & PARTNERS based in Milan, Italy. He heads the company's Pricing practice. He is a leading pricing expert and advises companies worldwide. Evandro has published numerous articles on pricing in international journals and books.

He has successfully led consulting projects on pricing for large and medium-sized companies globally, most recently for Exxelia, Lufthansa Airplus, Tieto, Fercam, Fazer, and many other companies.

Before joining Hinterhuber & Partners, Evandro has had several years of professional experience, most recently as a start-up entrepreneur. Evandro still today advises start-up companies on pricing strategies and collaborates with the University of Turin, Italy on entrepreneurship courses.

Evandro holds a BA and a Master of Science degree from Bocconi University and has studied at San Diego State University, CA, USA. He is also a certified project manager. Since 2014, Evandro is a visiting lecturer at the University of Alcalá de Henares (Spain) where he teaches Strategic Pricing as part of the MBA in International Marketing.