



24th Annual
Fall Pricing Workshops
& Conference

ATLANTA, GEORGIA

OCTOBER 22-25, 2013 • THE LOEWS HOTEL

ALL ROADS LEAD TO

PRICING

**11 FULL-DAY
WORKSHOPS**

Choose from 11 Highly Interactive workshops designed to boost your Pricing leadership and profitability.

PG
4

**PRICING FOR
LIFE SCIENCES**

A Full-Day Workshop and track dedicated to this important industry in today's market conditions.

PG
10

**PRICING FOR
EXECUTIVES
SUMMIT**

A full-day of Pricing from Executives, to Executives. See inside for the full line-up.

PG
16

**AMERICA'S
MARKET
STRATEGIST**

Speaker Hall of Fame, Thomas J. Winninger is presenting "MarketQuake 2020! What's Coming? What to Do About It?"

PG
21

**EARLY BIRD
DISCOUNT**

Get your training and save money! Purchase 2 Registrations before Sept. 6th and get the 3rd one FREE!

PG
31

REGISTER ONLINE AT: www.PricingSociety.com/ATL2013

WELCOME TO ATLANTA, GEORGIA

PPS 24TH ANNUAL FALL PRICING WORKSHOPS & CONFERENCE

ALL ROADS LEAD TO PRICING

PPS BOARD OF ADVISORS

MR. ERIC MITCHELL
Founder & Chairman of the Board
The Professional Pricing Society

MR. JEROLD BERNSTEIN
President
The Price Improvement Team LLC

MR. XAN CHAMBERLAIN
Global Pricing Manager
Hitachi Data Systems

MR. MARTIN COALSON
Asst. VP, Product Development &
Yield Mgmt.
Union Pacific Railroad

MS. LYDIA DILIELLO
Director of Strategic Pricing
Automated Packaging Systems

MS. KELLIE ECKER, CPP
Europe Director & Switzerland Practice Lead
Pricing Solutions Europe

MR. JIM GEISMAN, CPP
President
Software Pricing Partners, Inc.

DR. SCOT HORNICK
Vice President
Oliver Wyman

DR. RICHARD LANCIONI, CPP
Professor of Marketing
Temple University, Fox School of Business

DR. STEPHAN LIOZU, CPP
President and CEO
Value Innorruption Advisors

MS. LAURA PRESLAN
GM of Strategic Practices
Microsoft Corporation

MR. CHRIS PROVINES
Founder, Value Vantage Partners;
Adjunct Professor, Rutgers
Business School

MR. GARY RITZERT
President - CEO
Ritzert Retail Price Consulting

MS. STACEY SCHAEFFER
Director, Price & Offering Mgmt.
SAS Institute, Inc.

MR. MICHAEL SIMONETTO
Principal - Pricing & Profitability Mgmt.
Deloitte Consulting LLP

Professional Pricing Society • 24th Annual Fall Pricing Workshops & Conference

We are overjoyed to host this year's Pricing Workshops and Conference in our hometown of Atlanta, Georgia! And this is our most comprehensive conference ever. As always, we have taken member feedback to craft an excellent program covering key areas within pricing. New topics like Disruptive Products, Big Data and Pricing for Healthcare Reform are featured, but of course our core pricing sessions are still a staple.

All PPS Conferences bring hands-on workshops and high-level speakers from the worlds of business and academia, providing a diverse environment for training and connecting to esteemed professionals in the pricing world. Our conferences are the largest, most inclusive, and best governed pricing events with the most speakers available anywhere — no other pricing event will provide you with more networking opportunities to connect with others who face similar circumstances.

As the only organization exclusively committed to growing the pricing profession and disseminating pricing expertise throughout the business world, PPS is proud to offer a conference that is centered on your connection, growth, and success in the pricing industry. See you in Atlanta!

Kevin Mitchell

President, Professional Pricing Society

PPS: The Most Trusted Resource in the Pricing World

PPS carries on a long tradition of dedication to the global pricing community. Thirty years ago, our Chairman and Founder Eric Mitchell officially created the Professional Pricing Society (PPS) to connect pricing practitioners, experts, and solution providers.

The Voice of the Pricing Profession: Since 1984, PPS has been the heart and soul of the pricing profession. Today, we continue to focus on bringing the pricing discipline's foremost thought leaders to our conferences, workshops and online courses, so our members can gather for learning, networking and sharing experiences.

Now, pricing people can advance their knowledge from anywhere in the world. In addition to world-class training and live events, PPS also provides access to the most valuable print and online resources in the pricing field. We publish the monthly *Pricing Advisor Newsletter* and the quarterly *Journal of Professional Pricing*, covering the latest topics and expert advice in the field. After all the changes and growth over the decades, PPS remains independent, unaltered, unbiased and true to our original mission — we are solely dedicated to nurturing the ever growing community of pricing professionals.

The Most Trusted Resource in the Pricing World:

The PPS network includes more than 4,400 active members worldwide from more than 600 leading companies in 75 countries. PPS is widely recognized as the Home of Pricing. Currently, we produce four major annual pricing conferences in Asia, Europe and North America. Each conference assembles the finest specialists in the world to deliver the latest best practices, innovative

| FOUNDED | 1984 BY ERIC MITCHELL |
|-----------------|---|
| Members | 4,457 |
| Companies | 653 |
| Global Presence | 75 Countries / 6 Continents |
| Events | 4 Major Annual Pricing Conferences |
| Offerings | • Certified Pricing Professional • Pricing Training Workshops • 30 Online Pricing Courses |
| Other Services | • 16 Annual Publications • Pricing Whitepapers • Case Studies • Webinars • Annual Salary Survey |

trends and strategic skills in the pricing field. PPS also offers dozens of full-day training workshops every year, taught by leading pricing principals and academics.

CPP – A Mark of Distinction for Pricers Worldwide:

PPS workshops are the foundation for the Certified Pricing Professional (CPP) designation, a multi-stage training curriculum designed to support, educate and elevate the global pricing professional. The CPP program has grown to become a mark of distinction for pricers worldwide, improving their knowledge and careers. PPS is here to serve you. We are the Home of Pricing!

**PPS is here to serve you.
We are the Home of Pricing!**



2-Day WORKSHOP

October 22 & 23

2-Day Workshop Agenda

(Daily agenda applies to every
workshop)

| | |
|------------|------------------------------------|
| 8:00 a.m. | Breakfast / Registration |
| 9:00 a.m. | Workshop Begins |
| 10:00 a.m. | Morning Break |
| 10:30 a.m. | Workshop Resumes |
| 12 Noon | Lunch |
| 1:00 p.m. | Workshop Resumes |
| 2:30 p.m. | Afternoon Break |
| 3:00 p.m. | Workshop Resumes |
| 4:00 p.m. | Workshop Close |
| 6:00 p.m. | October 23rd Workshop Reception |



Free Online
Pricing Course
See Page 31 for Details



Scan this QR Code with
your Smart Phone to see a
video about this session

WORKSHOP #1 • 2-DAYS • OCTOBER 22 – OCTOBER 23, 2013

Core Pricing Skills

This two-day interactive workshop provides an in-depth overview and fundamental orientation for the development and management of value-oriented pricing strategies and tactics. This workshop will furnish leading-edge insights for managers who have responsibility for pricing products and services or who need to understand how to integrate pricing into their management activities. Pricing is an important multifunctional business activity that involves and influences the marketing, financial and operational areas of a business. Managers from each of these business areas will find this workshop beneficial and informative.

The objectives of this workshop are to present the factors that must be considered when setting price and to show how pricing alternatives can be developed and analyzed. Further, recognizing that price conveys information about the firm, its products and services, and its intentions, we also discuss how to communicate pricing information to the firms' internal and external constituents. The workshop will emphasize the proactive approach to pricing that requires a market orientation and specifically considers how customers develop value perceptions.

Attendees will learn:

- The fundamentals of value-based pricing
- How customers perceive price and form value perceptions
- How to analyze and choose among different pricing alternatives
- The role of cost information in the setting of prices
- How to communicate pricing information to customers and competitors
- The key principles of effective pricing management

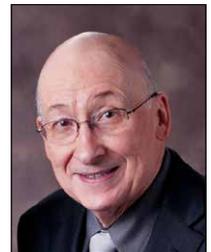
Presenter: Dr. Kent B. Monroe

Partner and J. M. Jones Professor of Marketing Emeritus, University of Illinois at Urbana-Champaign

Kent B. Monroe brings decades of research, consulting and practical experience to training seminars designed to explain and illustrate successful pricing strategies and tactics.

He defined the conceptual foundations of behavioral price research and has published in the most reputable business and marketing journals in the world. His earlier research is re-printed in a seven-volume set by Sage Publications in their, *Legends in Marketing* series. Kent is also the author of, **Pricing: Making Profitable Decisions**.

He was the founding editor of *Pricing Practice and Strategy* (1993-2003) and he received the American Marketing Association/McGraw-Hill/Irwin Educator of the Year Award in 2005.



Presenter: Lillian L. Cheng

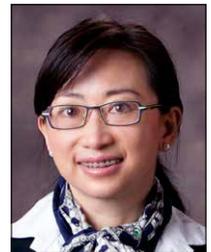
Partner, Cheng, Monroe and Associates; Consultant and Researcher in Pricing and Marketing Strategy

Lillian Cheng has taught at several universities and her research interests are in marketing channels, marketing strategy and pricing.

She is co-author of, *An Appraisal of Behavioral Price Research (Part I)* and, *Reflections on An Appraisal of Behavioral Research (Part 1)*, both in *AMS Review*, 3rd Quarter, 2013.

She has worked with for various international businesses including Internet start-ups, luxury brand companies and high-tech firms. As International Marketing Director for Acer Incorporated in Taiwan, she managed the worldwide change and launch of its corporate and brand name from Multitech to Acer.

Lillian has a B.S. from Boston College and an MBA from The University of Southern California.



Measuring and Managing Pricing Effectiveness

2-Day WORKSHOP

October 22 & 23

This advanced course is the integration of several key concepts presented at different PPS conferences by Pricing Solutions Limited. It provides a foundation for measuring and managing the effectiveness of your pricing organization. There are six critical areas that must be benchmarked to ensure your organization is effective, they include: Process Effectiveness, Infrastructure, Strategy, Value and Elasticity, Key Performance Indicators and Pricing Guidelines.

During this highly interactive program, attendees will be provided with the opportunity to participate in real-time benchmarking of their organizational effectiveness. When you leave this workshop you will be able to immediately apply the tools and measures needed to enhance the effectiveness of your pricing organization.

Attendees will learn:

- Their organization's level of pricing process maturity
- How their pricing infrastructure stacks up against other organizations
- If they are leaving money on the table
- Whether their pricing strategy is appropriate
- If their sales people are executing the pricing strategy
- Whether they captured what they expected

2-Day Workshop Agenda

(Daily agenda applies to every workshop)

| | |
|------------|------------------------------------|
| 8:00 a.m. | Breakfast / Registration |
| 9:00 a.m. | Workshop Begins |
| 10:00 a.m. | Morning Break |
| 10:30 a.m. | Workshop Resumes |
| 12 Noon | Lunch |
| 1:00 p.m. | Workshop Resumes |
| 2:30 p.m. | Afternoon Break |
| 3:00 p.m. | Workshop Resumes |
| 4:00 p.m. | Workshop Close |
| 6:00 p.m. | October 23rd Workshop Reception |

Presenter: Paul Hunt

President, Pricing Solutions Ltd.

Paul started Pricing Solutions in 1995; and over the course of his 20+ year pricing career, he has had the pleasure of working with leading companies across the globe.

As a pricing strategist, Paul has developed a vast array of proprietary methodologies that go straight to the heart of the problem. He has helped companies with such pricing issues as: bundling/unbundling, competitive pricing, customer categorization, new-product pricing, perceived value, price complexity vs. simplification, pricing policy, price structure, price wars, price/volume relationship, pricing culture implementation, and value-added pricing.

Paul regularly speaks at industry conferences and works with leading MBA Programs. He recently co-authored the book, **World Class Pricing – The Journey**, which summarizes the journey up the 5 Levels of World Class Pricing Process Maturity. Paul has also written articles for leading publications and associations such as *Financial Post*, *Marketing Magazine*, American Marketing Association and the Professional Pricing Society.



Presenter: Greg Thomas

Vice President of Pricing Research, Pricing Solutions Ltd.

Over the past 11 years, Greg has lead hundreds of company projects across a wide range of industries: manufacturing, high tech, pharmaceuticals, professional services, software, media and consumer goods.

Greg, and his team at Pricing Solutions, develop innovative pricing research methodologies and construct predictive pricing simulation models. These research methods and models help enable clients to better understand their customer's willingness to adopt and their trade-offs between value and price.

Greg previously was the Director of Sales & Marketing at one of North America's largest commodity brokerages, where his primary responsibility was revenue management and pricing. His blend of market research, sales and revenue management experience gives him a unique and practical perspective on the pricing insights needed to build a successful pricing strategy.

Greg is an active member of the Professional Pricing Society, Market Research & Intelligence Association and ESOMAR World Research.



Free Online
Pricing Course
See Page 31 for Details



Scan this QR Code with
your Smart Phone to see a
video about this session

1-Day WORKSHOP

October 22

1-Day Workshop Agenda

*(Daily agenda applies to every
workshop)*

| | |
|------------|------------------------------------|
| 8:00 a.m. | Breakfast / Registration |
| 9:00 a.m. | Workshop Begins |
| 10:00 a.m. | Morning Break |
| 10:30 a.m. | Workshop Resumes |
| 12 Noon | Lunch |
| 1:00 p.m. | Workshop Resumes |
| 2:30 p.m. | Afternoon Break |
| 3:00 p.m. | Workshop Resumes |
| 4:00 p.m. | Workshop Close |
| 6:00 p.m. | October 23rd Workshop Reception |



Free Online
Pricing Course

See Page 31 for Details



Scan this QR Code with
your Smart Phone to see a
video about this session

WORKSHOP #3 • 1-DAY • OCTOBER 22, 2013

Not-So-Big Data: Playing Like The Big Data Guys

This workshop is designed for all pricing professionals whose companies are beginning to use the data they have been, and are accumulating, to make more rigorous pricing decisions. Not all companies currently have the data attributes of; high volume, high velocity, and high variety that currently characterize “Big Data” environments. Companies with less than all of the “3Vs” should still have access to similar techniques of Business Intelligence and Business Analytics. This workshop is intended to show companies of all information asset sizes how to use the same concepts, ideas, approaches, and models to price more efficiently in smaller data environments. We will do this by adding to the “Big Data” concepts, and show smaller data companies how to improve data quality, create virtual data volume, and use techniques to mine for “real” data variety where it is currently perceived to not exist.

Attendees will learn about:

- Data collection, management, and visualization approaches
- Virtual market and attribute creation
- How to plan for enhanced attribute capture in the future
- Predictive analytics models and techniques
- Forecasting options and models
- Revenue Optimization
- How to normalize for “small data” environments and still price acutely

Presenter: Vernon Lennon

CEO and Founder, Pricing Cloud

Over the last fifteen years, Vernon has been driving the newly formed discipline of Strategic & Scientific Pricing across a multitude of organizations, including “greenfield” Decision Science and Pricing departments in a large number of B2B companies. Most recently he has been leveraging these experiences to grow a virtual pricing organization, thus taking advantage of scalability and acquiring expertise regardless of physical location. His customized approach to all engagements has helped companies to not only realize financial gain, but also to drive pricing to become a competitive advantage through the entire enterprise profit model. Vernon has an M.B.A in Finance and an M.S. in Resource Economics.



Presenter: Alain Meloche, M.Sc., M.B.A.

Managing Partner, Pricing Cloud

Alain has over twenty years of experience advising executives on strategic & pricing issues. He has developed pricing strategies for high technology companies in the pharmaceuticals, medical products, medical distribution, software, internet, telecommunications, logistics, and financial services industries. One of Alain’s particular strengths has been the development of pricing frameworks (and the development of applications and tools to permit the application of these frameworks) at both the corporate and field levels. In addition to an M.B.A. from the Harvard Business School, Alain also has an M.Sc. in Nuclear Engineering and an Honors B.S. in theoretical physics.



Measuring Value and Reporting Performance

Effectively communicating the impact of your pricing decisions to stakeholders is critical to making price a strategic tool for your organization. Simply measuring performance isn't enough. You have to be able to communicate performance in a way that instills confidence in the results of your pricing actions. This workshop will focus on developing KPIs related to your pricing actions and how to construct dashboards that resonate with stakeholders.

Attendees will learn:

- Systematic approaches to measuring impact — why no one metric tells the story
- How to overcome objections to metrics and performance measurement
- To construct best-in-class performance dashboards
- How often to update dashboards
- When dashboard metrics should be changed

Presenter: Jeff Colins, Ph.D.

Senior Strategic Consultant, PROS Pricing

Jeff has over 16 years of experience working with companies to quantify the ROI of proposed investments. For the last 3 years, he has worked with over 80 companies seeking to quantify the impact of improved pricing and pricing processes on financial and business performance.

Jeff also works with companies to insure the realization of potential value from a pricing project through the development of pricing performance management systems, as well as effective change management planning and execution.

Jeff earned his Bachelor's in Economics from Colorado State University and his Ph.D. in Economics from the University of Tennessee -Knoxville College of Business Administration.



Presenter: Caleb Jones

Director of Strategic Consulting, PROS

Caleb Jones is the Director of Strategic Consulting for the Distribution, Services, and Consumable Products verticals at PROS. His team is responsible for the thought leadership, design, and the initial execution of Pricing and Sales Effectiveness software solutions for customers in the aforementioned verticals. Prior to this role, Caleb was a Strategic Consultant for manufacturing and distribution sub-verticals, as well as a member of the PROS Professional Services Implementation and Technical Services team. Caleb has worked with companies in North America, Europe, and Latin America as both a pre-sales strategic partner and also as an industry and product expert.

Prior to joining PROS, Jones worked at Fidelity Investments as an Investment Analyst and in Bangkok, Thailand as a Teacher at the Royal Palace School.

Caleb holds a Bachelor's Degree from Baylor University and a Master's Degree in International Commerce and Economic Policy from Norwich University.



1-Day WORKSHOP

October 22

1-Day Workshop Agenda

(Daily agenda applies to every workshop)

| | |
|------------|---------------------------------|
| 8:00 a.m. | Breakfast / Registration |
| 9:00 a.m. | Workshop Begins |
| 10:00 a.m. | Morning Break |
| 10:30 a.m. | Workshop Resumes |
| 12 Noon | Lunch |
| 1:00 p.m. | Workshop Resumes |
| 2:30 p.m. | Afternoon Break |
| 3:00 p.m. | Workshop Resumes |
| 4:00 p.m. | Workshop Close |
| 6:00 p.m. | October 23rd Workshop Reception |



Free Online Pricing Course
See Page 31 for Details



Scan this QR Code with your Smart Phone to see a video about this session

"I particularly enjoyed the networking opportunities with 'colleagues' fighting for the same goals and learning much about possibilities to tackle these challenges."

— Gabriele Brambach
Manager Robert-Bosch GmbH, Germany

1-Day WORKSHOP

October 22

1-Day Workshop Agenda

*(Daily agenda applies to every
workshop)*

| | |
|------------|------------------------------------|
| 8:00 a.m. | Breakfast / Registration |
| 9:00 a.m. | Workshop Begins |
| 10:00 a.m. | Morning Break |
| 10:30 a.m. | Workshop Resumes |
| 12 Noon | Lunch |
| 1:00 p.m. | Workshop Resumes |
| 2:30 p.m. | Afternoon Break |
| 3:00 p.m. | Workshop Resumes |
| 4:00 p.m. | Workshop Close |
| 6:00 p.m. | October 23rd Workshop Reception |



Free Online
Pricing Course
See Page 31 for Details



*Scan this QR Code with
your Smart Phone to see a
video about this session*

WORKSHOP #5 • 1-DAY • OCTOBER 22, 2013

Practitioner's Guide to Communicating Value and Defending Price

These are the days of constant innovation, competition and disruptive product introductions. Every business is under immense stress to improve price realization in the market place. The easy way out is to improve top line sales by increasing dilutions through discounts or rebates. Effective businesses however, have mastered this aspect of Pricing and Revenue Management through a zealous focus on "Communicating Value and Defending Price."

This workshop will present a comprehensive overview of the key concepts and ideas that will help pricing practitioners enhance their pricing toolkit. These concepts include: understanding customer's perception of value, delineating variations in value perceived across segments, creating offerings (product, services, bundles, promotions) that are aligned with value perceived. We will cover industry tested frameworks and approaches, apply these frameworks to case studies, and provide a solid and practical foundation for attendees.

Each section will include interactive discussions, and question and answer periods, to allow for additional focus on particular areas of attendees' interest.

Attendees will learn:

- Concepts that could be employed by pricing practitioners to help their sales teams negotiate and defend price during price conversations
- The key questions and challenges faced in each competency area as well as key frameworks, approaches, and models which support success within each of the concepts
- Leading practices, tips and tricks in each topic area that can be used to drive success at your organization

Presenter: Omar Hoda

*Senior Manager,
Deloitte Consulting LLP*

Omar Hoda is a Senior Manager within Deloitte's Strategy Practice focused on pricing and marketing strategies. Omar has focused on strategic pricing challenges across a broad set of sectors including industrials, commodity and specialty chemicals, professional services, technology, telecoms and pharmaceuticals. Across these industries he has addressed issues ranging from the more traditional topics like value-based messaging, to the more exotic topics like de-escalating price-based competition or pricing in supply constrained environments.

Mr. Hoda holds a Bachelor's and Master's Degree in Computer Science from the University of Massachusetts-Lowell and Boston University, as well as an MBA from Babson College.



Presenter: Manish Prabhu

*Senior Manager,
Deloitte Consulting LLP*

Manish Prabhu is a Senior Manager in Deloitte's Strategy Practice, with a deep focus in the area of pricing and profitability management. His 13 years of experience include pricing strategy, analytics, process improvements, organizational design and technology implementations. He has B2B and direct to consumer pricing experience across several industries.

Manish has presented on pricing topics at several conferences and has guest lectured at several leading Business Schools on the topic of pricing. Manish received his MBA from the Carlson School of Management at the University of Minnesota and his Undergraduate Degree in Engineering from Regional College of Engineering, Nagpur, India.



Quantifying and Documenting Value in Business Markets

1-Day WORKSHOP

October 23

The cornerstone of pricing in industrial markets is the ability to quantify and document value. B2B pricing requires the ability to document in monetary terms (\$/€/£/¥) how much incremental profits a proposed product or service delivers over the customer's next best alternative.

In this workshop, we present proven methods and tools B2B pricing professionals can use to translate product features into customer benefits — and into documented and quantified customer value. Specifically, we will look at value calculators, pricing ROI calculations and other tools leading B2B companies from around the world use to quantify and document customer value. Best practice case studies include GE, SKF, DHL, Monsanto, Siemens, Vaisala, Maersk, and other companies.

Attendees will learn

- Methods and tools to quantify and document customer value
- Total cost of ownership/total value of ownership calculations
- Best practices for aligning prices with value, not costs or competitive price levels
- To justify price premiums versus competitors
- To withstand price pressure from professional B2B purchasers

1-Day Workshop Agenda

(Daily agenda applies to every workshop)

8:00 a.m. Registration/
Breakfast sponsored by:



- 9:00 a.m. Workshop Begins
- 10:00 a.m. Morning Break
- 10:30 a.m. Workshop Resumes
- 12 Noon Lunch
- 1:00 p.m. Workshop Resumes
- 2:30 p.m. Afternoon Break
- 3:00 p.m. Workshop Resumes
- 4:00 p.m. Workshop Close
- 6:00 p.m. Workshop Reception

Presenter: Andreas Hinterhuber, Ph.D.

Partner, Hinterhuber & Partners GmbH

Andreas Hinterhuber is an expert in strategy, pricing, and leadership. He is also a visiting professor at Bocconi (Milan, Italy) and at Tsinghua University (Beijing, China), and was acting Chair of the Department of International Management at the Katholische Universität Eichstaett-Ingolstadt (Germany). Previously, Andreas was a Marketing Executive with Bayer AG where he was responsible for their largest product group. He has worked in the US, Japan, China, and Germany, and has developed pricing strategy with leading companies in Europe, China, and the US.



Andreas lives in Innsbruck, Austria and has published many thought leading articles on pricing strategies, which have been published in the MIT Sloan Management Review, Industrial Marketing Management and other leading journals. Together with Stephan Liozu, he is editor of the book **Innovation in Pricing** (Routledge 2013). Business Strategy Review, a leading strategy journal published by London Business School, lists Andreas among major management thinkers. He has an M.A. from Bocconi University (Milan, Italy) and a Ph.D. from the University of Vienna (Austria).



Free Online Pricing Course
See Page 31 for Details

Scan the Code...



Scan any QR Code in this brochure with your SmartPhone and get an Audiovisual Presentation about each session!

These presentations are also available at: www.pricingsociety.com.ATL2013



Scan this QR Code with your Smart Phone to see a video about this session

1-Day WORKSHOP

October 23

1-Day Workshop Agenda

(Daily agenda applies to every
workshop)

8:00 a.m. Registration/
Breakfast sponsored by:



9:00 a.m. Workshop Begins
10:00 a.m. Morning Break
10:30 a.m. Workshop Resumes
12 Noon Lunch
1:00 p.m. Workshop Resumes
2:30 p.m. Afternoon Break
3:00 p.m. Workshop Resumes
4:00 p.m. Workshop Close
6:00 p.m. Workshop Reception



Free Online
Pricing Course
See Page 31 for Details



Scan this QR Code with
your Smart Phone to see a
video about this session

WORKSHOP #7 • 1-DAY • OCTOBER 23, 2013

The Perfect Storm: Selling and Pricing in the Age of Healthcare Reform

For suppliers of medical devices, diagnostics, pharmaceuticals, and services, the external environment has created the “perfect storm” of pricing and value pressure. Reform and other forces are bringing tremendous change to the healthcare marketplace. New customer business models, payment models, value-based purchasing, buying committees, and maturing hospital supply chains are creating the need for suppliers to change their strategy and prepare their teams to successfully defend value and pricing.

Learn the actions and strategies to successfully navigate these challenging times and prepare your pricing, marketing and sales teams to win in the “new normal” of healthcare. This is a highly interactive workshop where participants will learn to apply new tools and thinking.

Participants in this workshop will receive a copy of Christopher’s book, **Strategic Pricing for Medical Technologies** (2012).

Attendees will learn:

- The drivers of change including Accountable Care Organizations, value-based purchasing, bundled payments, hospital supply chain changes, value analysis committees, physician trends, and payer quality incentives
- How to quantify and connect your value proposition to customers’ evolving payment models, risk profile, and quality incentives
- How to prepare your sales team to sell and negotiate value in this “new normal” of healthcare with emboldened buyers
- How to use an offering strategy to deal with different healthcare customer buying behaviors and negotiation tactics
- The importance of adapting your pricing strategy, and how to design new pricing strategies and models that consider the evolving healthcare marketplace

Presenter: Christopher Provines

CEO, Value Vantage Partners & Adjunct Professor, Rutgers Business School

Christopher Provines is a healthcare and medical technology industry veteran. He has 23-years of experience in healthcare at providers and suppliers, including executive roles at Johnson & Johnson and Siemens Healthcare. He is a world-leading expert in medical technology pricing and value selling. Chris is the CEO of Value Vantage, a global consulting and training company, and Chairman of the Healthcare Value Institute. He is also the author of, **Strategic Pricing for Medical Technologies** (2012).

In addition to being a PPS Board Member, Chris is an award-winning Adjunct Professor at Rutgers University Business School, where he teaches marketing sciences and supply chain management courses. He earned his BA in Economics from Rutgers University and his MBA from Rutgers University Graduate Business School.



“PPS continues to push the envelope with
refreshing intellectual content and assembles
best in class practitioners... helping my team
take our performance to the next level...”

— Harold Peck, Vice President of
Strategic Pricing, Cardinal Health

Negotiating with Backbone

Whether you're in sales, sales management, or pricing, learning how to navigate the new world of selling where procurement dominates is critical. Salespeople and managers face the "pricing buzz saw" where the customer sets the rules of the game, and unprepared sellers get put through the wringer of procurement. The result is often declining margins, unhappy salespeople, and dissatisfied customers.

Attendees will learn to think of customer negotiations as a game where the customer sets the rules and your first job is to assess the game. You'll learn how to determine the strategy needed for the negotiation scenario and adopt tactics that will assure that you will play the winning hand in just the right way. Further, you won't waste your time and company resources pursuing truly low probability opportunities. This is a hands-on interactive workshop where attendees will not only learn the tactics to negotiate with backbone, but also have ample chance to practice. Attendees will be provided a toolkit to help in negotiations and a copy of **Negotiating with Backbone**, by Reed Holden.

Attendees will learn:

- Why we are seeing this rise in the economic buyer
- What's behind procurement's behaviors
- The "tells" of the game
- How to make sure you are prepared for the game
- How to determine what the customer behavior really is
- Eight selling scenarios and how to identify, price and sell in each case
- The final checklist for playing and winning the game

1-Day WORKSHOP

October 23

1-Day Workshop Agenda

(Daily agenda applies to every workshop)

8:00 a.m. Registration/
Breakfast sponsored by:



- 9:00 a.m. Workshop Begins
- 10:00 a.m. Morning Break
- 10:30 a.m. Workshop Resumes
- 12 Noon Lunch
- 1:00 p.m. Workshop Resumes
- 2:30 p.m. Afternoon Break
- 3:00 p.m. Workshop Resumes
- 4:00 p.m. Workshop Close
- 6:00 p.m. Workshop Reception

Presenter: Nelson Hyde

Director of Sales Effectiveness for Holden Advisors

Nelson Hyde, is an expert in pricing strategy, tactics, and field execution with 25 years' experience in management consulting and P&L positions.

Prior to returning to Holden Advisors, he was Director of Price Strategy at Philips Healthcare where he led projects and workshops with Sales to improve price and margin impact. These efforts contributed to 25% of the company's profitability in 2010. He has also been Senior Manager of Consulting Services at Holden Advisors, where he worked with major B2B companies on improving margins.

He has led webinars and conference workshops for the Professional Pricing Society, and was a frequent speaker at Philips sales conventions and workshops. Nelson has a B.A. from Duke University and an MBA from the University of Michigan.



Free Online Pricing Course
See Page 31 for Details



Scan this QR Code with your Smart Phone to see a video about this session

1-Day WORKSHOP

October 23

1-Day Workshop Agenda

(Daily agenda applies to every
workshop)

8:00 a.m. Registration/
Breakfast sponsored by:



9:00 a.m. Workshop Begins
10:00 a.m. Morning Break
10:30 a.m. Workshop Resumes
12 Noon Lunch
1:00 p.m. Workshop Resumes
2:30 p.m. Afternoon Break
3:00 p.m. Workshop Resumes
4:00 p.m. Workshop Close
6:00 p.m. Workshop Reception



Free Online
Pricing Course
See Page 31 for Details



Scan this QR Code with
your Smart Phone to see a
video about this session

WORKSHOP #9 • 1-DAY • OCTOBER 23, 2013

Making Pricing Work in B2B Industries

Pricing professionals in B2B companies often face challenges related to high-tech complexities of products, large key accounts, and fluctuating raw material costs. These problems call for an adapted pricing framework catering to specific needs of B2B industries. The Simon-Kucher B2B pricing framework consists of **Price Strategy, Price Setting, and Price Implementation and Controlling**.

Price Strategy provides practical methods and templates to optimally segment markets and create actionable competitive positioning. This initial exercise supports the prioritization and identification of “sweet spots” that improve price quality. In addition, opportunities to differentiate pricing approaches across regions and products will be explored.

Price Setting focuses on real-world challenges in promising value-based pricing. We will cover strategic decisions, such as choosing price structures and metrics that capture value. As well as review the mechanics of estimating willingness-to-pay with methods such as economic value analysis, conjoint research techniques and transaction data analysis.

Price Implementation and Controlling focuses on tools and techniques that support the preparation of negotiations. Real-world examples on how to develop a customer-specific value proposition and excel in value argumentation will be presented. Furthermore, attendees will have the opportunity to apply pricing tactics and get expert feedback on their negotiation approach. A discussion on steering your sales force via incentive schemes will complete the pricing framework.

Attendees will learn:

- How to prepare a holistic price strategy that guides pricing decisions
- How to systematically price the value of products across regions
- How to develop tools and negotiation tactics that will get results

Presenter: Deepak Sharma

Director, Simon-Kucher & Partners

Deepak Sharma is a Director in the Silicon Valley office of Simon-Kucher & Partners. He is a B2B pricing expert with experience in a diverse set of industries such as Software, Semiconductor, Telecom Infrastructure, Chemicals, and Specialty Equipment Rental.

Prior to joining Simon-Kucher four years ago, Deepak held roles in pricing, product management and professional services. He holds an MBA from University of California at Berkeley, a Master's degree in Industrial Engineering from The Ohio State University, and a Bachelor's degree in Mechanical Engineering from Indian Institute of Technology, Bombay.



Presenter: Adam Echter

Director, Simon-Kucher & Partners

Adam Echter is a Director in the Silicon Valley office of Simon-Kucher & Partners. He is a leader in the US Industrials practice with special interests in new product pricing, product lifecycle pricing, OEM/Spare parts dynamics and change management. Adam works primarily in the chemicals, heavy equipment and industrial manufacturing industries.

Throughout his pricing career, Adam has held roles in front-line sales, sales management, product management, executive management and consulting. A native of Upstate New York, Adam earned a Bachelor's degree in Mechanical Engineering from the University at Buffalo and an MBA in Finance from the University of Rochester.



Pricing Research: Advanced Quantitative Techniques for Big Data and Surveys

Data, whether from data warehouses or surveys, are the key to effectively developing, testing, and implementing pricing strategies and price points. To accomplish these tasks, data can be “looked at” using simple tables or pie and bar charts, or they can be organized and used efficiently in statistical and econometric models to test hypotheses and estimate elasticities. This workshop takes the latter approach to working with data by demonstrating how pricing data, and other supporting marketing data, can be modeled.

Dr. Paczkowski will present a hands-on workshop in data modeling. Live data analyses and model estimations will be conducted with examples of Big Data and surveys to show participants how to work with data. At the end of the workshop, each participant will know how to analyze data and build pricing models.

This workshop is targeted to the doers - those who are in the trenches working with the data, building models, evaluating statistics and doing the calculations. But some Managers can also benefit from this course to the extent they want to know more about what is done in their organizations, so that they know and understand that the best techniques are being used..

Attendees will learn:

- How to specify and estimate econometric pricing models and develop elasticities using data from a data warehouse – Big Data
- How to design, estimate, and analyze conjoint models with price as a key product attribute
- How to design and estimate maxdiff models for testing pricing plans
- How to design, estimate, and analyze discrete choice models
- How to design and analyze A/B price testing for online services (A/B Price Testing is a variation on general A/B testing for web sites)

Presenter: Walter Packowski, Ph.D.

Data Analytics Corp. & Rutgers University

Walter R. Paczkowski has a Ph.D. in Economics from Texas A&M University (1977). With over 35 years of extensive quantitative experience as an analyst in AT&T's Analytical Support Center, a Member of the Technical Staff at AT&T Bell Labs, head of Pricing Research at AT&T's Computer Systems division, and founder of Data Analytics Corp., he brings a wealth of knowledge to share about data analysis and modeling.

Walter is currently on the faculty of the Department of Economics, Rutgers University (Adjunct) and was formerly with the Department of Mathematics & Statistics, The College of New Jersey (Adjunct).



1-Day WORKSHOP

October 23

1-Day Workshop Agenda

(Daily agenda applies to every workshop)

8:00 a.m. Registration/
Breakfast sponsored by:



9:00 a.m. Workshop Begins

10:00 a.m. Morning Break

10:30 a.m. Workshop Resumes

12 Noon Lunch

1:00 p.m. Workshop Resumes

2:30 p.m. Afternoon Break

3:00 p.m. Workshop Resumes

4:00 p.m. Workshop Close

6:00 p.m. Workshop Reception



Free Online Pricing Course
See Page 31 for Details



Scan this QR Code with your Smart Phone to see a video about this session

1-Day WORKSHOP

October 23

1-Day Workshop Agenda

*(Daily agenda applies to every
workshop)*

8:00 a.m. Registration/
Breakfast sponsored by:



9:00 a.m. Workshop Begins
10:00 a.m. Morning Break
10:30 a.m. Workshop Resumes
12 Noon Lunch
1:00 p.m. Workshop Resumes
2:30 p.m. Afternoon Break
3:00 p.m. Workshop Resumes
4:00 p.m. Workshop Close
6:00 p.m. Workshop Reception



Free Online
Pricing Course
See Page 31 for Details



*Scan this QR Code with
your Smart Phone to see a
video about this session*

WORKSHOP #11 • 1-DAY • OCTOBER 23, 2013

Effective Transaction Price Management: Unlocking Pricing Value for Your Organization

This workshop focuses on the benefits that organizations can capture by incorporating transaction price management into their day-to-day operations. The workshop will examine key areas for revenue leakage and benefits improvement, and provide guidance on how to implement effective transaction management initiatives in an organization.

We will discuss how performing an analysis of each transaction can reveal unjustified discounts, price variability, and underpriced transactions. In addition, we will identify situations with product line cannibalization, determine areas of up-sell and cross-sell opportunities based on customer segment purchase patterns, and provide a foundation for implementation of effective price and discount management practices across the organization.

Attendees will learn:

- The value of transaction price management
- Key benefits and opportunity areas for transaction price management initiatives
- How analytics can be leveraged to provide transparency and generate one consistent “single source of truth” view, using information about customers and products at the transaction level
- Requirements to effectively execute transaction price management and make it sustainable

Presenter: Robert Marvin

Director, PwC

Robert is a Director in PwC's Customer Impact practice, with over eleven years of management advising experience helping companies address a broad range of issues that impact key aspects of their business models. He has particular experience in assessing and quantifying the impact of changing value drivers to key performance metrics related to emerging business models, pricing and profitability models, as well as intellectual property, corporate valuations and transactions.

Robert has worked with Fortune 500 corporations, large private corporations and start-ups across a wide range of industries, with a primary focus on the technology, industrial products, and consumer-packaged goods industries.

Robert has developed and served as instructor of multiple courses covering the design and development of pricing and profitability models that provide management with visibility into the key drivers of economic return. Robert holds a BA in Finance from the Eli Broad College of Business at Michigan State University



Presenter: Anton Malygin

Director, PwC

Anton Malygin is a Director in PwC's Pricing and Profitability practice. During his career, Anton has advised companies in the area of business, operational, and financial strategies focusing on the development of new growth and market entry strategies, revenue and pricing optimization, pricing management, organizational design, business process improvement, strategic planning, risk management, and implementing enterprise wide business turn-around initiatives.

Anton has worked with companies in CPG, food, retail, distribution, pharmaceuticals, downstream oil and gas, financial services, advertising/marketing, semiconductor, and computer equipment and software industries.

Anton holds an MBA in Strategy, Finance, and Operations from Kellogg Graduate School of Management. He also earned a Bachelor Degree in Economics and Mathematics from Macalester College.



OUR EVENT HAS
GONE MOBILE!



guidebook
Guidebook.com

New Conference Mobile App!

PPS is proud to offer conference attendees a very useful Conference Guide available for iPhone, iPad, Android, Windows Phone and BlackBerry.

Your entire schedule will be at your fingertips. Select the sessions you are planning to attend and create your personalized agenda for the conference. Know where you're supposed to be with all conference logistics and maps only a few clicks away. The whole conference is in your hands for quick and easy reference.

The PPS Conference App consists of 2 elements:

- 1. The Guidebook App:** Which is a generic FREE App, is available in the App Store, Android Marketplace, Windows Phone, Google Play and in a mobile web link for BlackBerry devices.
- 2. The PPS Conference Guide:** Which will be loaded into the Guidebook App and will provide all the information for the event. All conference registrants will receive downloading instructions before the event approximately 4 weeks before the conference.

PREPARE TO
ATTEND,
BUILD THE
CASE AND
DELIVER
RESULTS

YOUR PARTICIPATION AFFECTS THE
DEVELOPMENT OF THE PRICING
PROFESSION AND HELPS RAISE THE
PROFILE OF THE INDUSTRY AS A WHOLE.

YOUR ATTENDANCE IS
VITAL TO PRICING

PPS



OFFER MATERIALS
AND FEEDBACK

MOBILE APP

USB DRIVE



BENCHMARKING



WORKBOOKS



NETWORKING

GET YOUR
COMPANY
"BUY-IN"



DISCUSS THE CONFERENCE WITH
OTHER BUSINESS AREAS WHERE
YOUR COMPANY FACES CHALLENGES
AND GET THEM ON-BOARD TO
BENEFIT FROM THE IMPACT OF THIS
TRAINING!

CREATE A WINNING
PROPOSAL



LIST THE WORKSHOPS AND SESSIONS
YOU PLAN TO ATTEND.

EXPLAIN HOW THEY WILL HELP YOU
CONTRIBUTE TO REACH THE
COMPANY'S PRICING GOALS

PPS PROFESSIONAL
PRICING SOCIETY™

REGISTER ONLINE AT: www.PricingSociety.com/ATL2013

PG
15

PRICING FOR EXECUTIVES SUMMIT

October 23

Executive Summit Agenda

| | |
|------------|---|
| 8:00 a.m. | Registration/ Breakfast sponsored by:  |
| 9:00 a.m. | Summit Begins |
| 10:00 a.m. | Morning Break |
| 10:30 a.m. | Summit Resumes |
| 12 Noon | Lunch |
| 1:00 p.m. | Summit Resumes |
| 2:30 p.m. | Afternoon Break |
| 3:00 p.m. | Summit Resumes |
| 4:00 p.m. | Summit Close |
| 6:00 p.m. | October 23rd Workshop Reception |



Free Online
Pricing Course
See Page 31 for Details



Scan this QR Code with
your Smart Phone to see a
video about this session

PRICING FOR EXECUTIVES SUMMIT

OCTOBER 23, 2013

8:00 – 9:00 AM REGISTRATION/BREAKFAST

9:00 – 10:00 AM From Crisis to Advanced Analytics:

How We Leveraged Successful Issue Resolution into Significant Margin & Revenue Opportunity

After a volatile 2011, Schneider Electric went back-to-basics and implemented programs to rapidly realize margin improvements. The success of these programs ensured senior management support for other pricing actions. Now, avenues of opportunity have opened that will help us realize even greater benefits. Practical examples of margin improvement levers will be given, as well as some of the organizational and change management challenges faced. B2B companies with de-centralized decision making processes will especially benefit from our experiences.

Attendees will learn:

- How the pricing programs at Schneider Electric were initiated and executed in a complex environment
- What we believed were the critical success factors
- How building on the basics to develop advanced statistical analysis generates additional revenue and margin opportunities

Speaker: **Graeme Ingham** is the Vice-President of Price Management for Schneider Electric

Graeme started with American Power Conversion (APC) over twenty-one years ago, holding positions in sales, sales management and sales operations.

When APC was purchased by Schneider six years ago, Graeme led a large, culturally complex project to integrate the business processes and information systems of two previous competitors, APC and MGE. Three years ago, he stepped into the Price Management position, a relatively new, but nevertheless exciting and interesting challenge.

Graeme holds degrees in Applied Mathematics from St. Andrews University, Scotland and MBAs from Cranfield, UK and CESMA, Lyon, France.



10:00 – 10:30 AM Morning Break

10:30 – 11:15 AM Growing Pains: Keeping Pricing Aligned with an Evolving Business Model

What role should Pricing play as revenue models change? How does Pricing keep pace with an evolving business model? The challenge of creating world class pricing can be compounded by changing business models. Innovation and acquisition can drive business models that outpace the required supporting infrastructure – including Pricing. How can you best support and leverage your Pricing team as you navigate an ever-changing landscape? Bill will describe how NCR's Pricing function has evolved to support a reinvention the company.

Attendees will learn:

- How changing business models can impact Pricing
- How Pricing can help leaders realize the value of new business models
- How Pricing should work with other functional teams driving new models

Speaker: **Bill Tiszai**, Senior Director Global Pricing, NCR
Bill Tiszai is the Pricing Vice President at NCR where he leads the governance of pricing globally. He has helped the team focus on value extraction via price by driving standardization, transparency, and discipline in all aspects of pricing architecture and pricing governance.

Prior to his tenure with NCR, Bill held a direct selling role at GE Capital after various roles globally in finance with GE, Siemens, and Honeywell.

Bill is a CPA with a BS in Accounting from the University of Minnesota and an MBA from Babson College.



11:15 AM – NOON Winning with Your Customers: Changing the Customer Conversation to Improve Your Value Proposition

Get THE most valuable customer insight by answering the question: "Do your customers make more money doing business with you versus doing business with your competitors?" Help each team member understand how they contribute to your customer's success today, and how they can contribute to turn valuable customer insight into greater value capture and profit growth.

This thought-provoking session will describe how to drive customer value management innovation, using a new form of customer insight.

Attendees will learn:

- Why focusing on a customers' profitability is key to the company's growth and profitability
- To uncover the differential value customers receive from the company's value proposition
- How to manage the value exchange by identifying how to improve the customer's business and increase profits for your company
- How to use Differential Value Proposition (DVP) to improve the company's decision-making, investments and financial results

Speaker: **D. Keith Piques**, Dean School of Business, North Carolina Central University

Keith Piques has more than 25 years of experience in marketing, strategic planning and sales leadership. Before joining NCCU, he was with PlyGem Industries, where he was Senior Vice President and Chief Marketing Officer. He previously held executive positions at CEMEX, RR Donnelley, ADP and Honeywell International.

Piques is the author of, **Winning with Customers: A Playbook for B2B** (Wiley & Sons, 2010). He received a Bachelor of Science degree in electrical engineering in 1984 from Christian Brothers University in Memphis, TN, and an MBA from UNC's Kenan-Flagler in 1993.



12:00 NOON

Lunch

1:00 – 1:45 PM

Pricing for Probable Tomorrows

Professional pricers often get caught up in the day-to-day activities of pricing, sometimes reducing the time for strategic thinking. Stepping back to look at the big picture is key. And that's why I want to challenge you to take a broader look at "probable tomorrows" as you consider your strategies. We are surrounded by demographic, technological, environmental and other forces creating competitive, customer and economic pressures on the ability to actualize prices. While it's not possible to predict the future, it's possible to apply "analytical imagination" to develop probable scenarios. This session is structured to help you anticipate the future so you can prepare to influence it.

Attendees will learn:

- How to broaden their perspectives for strategic pricing
- How to view the future from a probabilistic, rather than a certain perspective
- Why ambiguity is unavoidable

Speaker: **Linda Gorchels**, Marketing Strategist and Futurist

Linda Gorchels is emeritus of the Center for Professional and Executive Development at UW-Madison's business school, and is a member of the international World Future Society. She provides insights into 21st Century trends that are important for organizations to consider in their strategic planning efforts.

Linda is an award-winning author, with several publications including, **The Product Manager's Handbook** and **Business Model Renewal**. Gorchels is a frequent keynote speaker and has provided corporate training for organizations and Universities worldwide.

Prior to joining the University, Linda held marketing positions with VEREX Assurance, Wm. C. Brown Publishers, and Lear-Siegler, Inc. She was on the faculty at UW-Eau Claire, earning the distinction of being in the top-20 list of excellent teachers.



1:45 – 2:30 PM

Balancing the Pricing Paradox

While every industry has its nuances, the fundamental paradox of balancing profitability and market share is a common challenge. The Pricing function has a central role in providing visibility and making business decisions to balance profit and volume. In highly competitive and continuously shifting industries, this balancing act can be experienced almost every day.

It is critical for pricing professionals to manage irreconcilable trade-offs and to be thought-leaders in facilitating strategic decisions based on short-term versus long-term implications. This session will provide a framework and best practices to balancing the Pricing Paradox, based on Marty's extensive pricing experience in Telecommunications, Retail, and Consumer Goods.

Attendees will learn:

- About competing forces of the Pricing Paradox
- Balanced approaches to managing paradoxes
- Ways to optimize your organization's and personal responsibilities
- To keep a balanced pricing score

Speaker: **Marty Hinson**, Vice President of Pricing and Analytics, Cox Communications

Marty's responsibilities include all pricing and promotion decisions, direct marketing, advanced marketing analytics, and consumer insights / marketing research. He has extensive pricing and marketing strategy, test & learn, and implementation experience across the telecommunications, retail, and consumer goods industries.

Prior to joining Cox Communications in 2011, Marty was a Principal at The Boston Consulting Group where he specialized in pricing and promotion strategy, amongst other areas.

Marty holds an MBA from the MIT Sloan School of Management and received a Bachelor's Degree in Industrial Engineering with highest honors from the Georgia Institute of Technology where he was a President's Scholar.



2:30 – 3:00 PM

Afternoon Break

3:00 – 4:00 PM

Simple Pricing: From Textbooks to Real-World Tactical Execution

In 2008, DHL Express was losing over \$2 billion per year in EBIT terms. Since then, the company created a unique strategy, that unified the focus of the company globally and its functions into one goal. Pricing played its part on the transformation that improved EBIT by over \$3 billion a year over the last 5 years. Breaking down the corporate strategy into simple, well-known tactical pricing elements, contributed significantly to the bottom line.

Attendees will learn:

- What pricing means to the company and the role it played in the execution of the corporate strategy
- How we managed the market price with simple tactics, and avoided being managed by the market-price
- How to evaluate, set and change your prices
- What systems, data, tools and processes need to be changed and created to ensure the tactical execution

Speaker: **Daniel Golik**, leads Sales Processes & Tools, DHL Express

Daniel Golik, leads Sales Processes & Tools for DHL Express in the Americas, which entails equipping DHL's sales organization with the right tools and processes for prospecting, acquiring, developing and maintaining customers across the entire region: USA, Canada, Latin America and Caribbean. He also provides pricing workshops to senior executives across the region and to the management board.

Daniel is a PPS member pursuing his CPP certification. He has an MBA from Chapman Business School at Florida International University; he is also a Production Engineer from Faculdade de Engenharia Industrial in São Bernardo, Brazil.



CONFERENCE AT-A-GLANCE

Thursday Conference Keynote Sessions • October 24, 2013

| | | |
|------------------------|--|--|
| 7:00 a.m. | Registration and Breakfast | |
| 8:00 a.m. | Welcome and Networking | Kevin Mitchell, President, Professional Pricing Society |
| 8:15 – 9:15 a.m. | KEYNOTE: The Trillion Dollar Opportunity: How the “Embedded Pricing Organization” Will Enable Your Firm to Reach its True Revenue Potential | Mark Burton Co-Founder & Vice President, Holden Advisors |
| 9:15 a.m. | BREAK / Sponsor Hall / Bookstore Open | |
| 10:00 – 11:00 a.m. | KEYNOTE Behavioral Pricing — Practical Implications of Pricing 3.0 | Stephan A. Butscher, Chief Talent Officer, Simon-Kucher & Partners |
| 11:00 – 12:00 noon | KEYNOTE The Customer Centricity Imperative: Implications for Pricing | Mark Haller, Partner, Strategy, PricewaterhouseCoopers |
| 12:00 noon – 1:00 p.m. | NETWORKING LUNCHEON • WOMEN IN PRICING LUNCHEON sponsored by | SIMON • KUCHER & PARTNERS Strategy & Marketing Consultants |
| 1:00 – 2:00 p.m. | KEYNOTE Psychological Pricing Strategies from Behavioral Economics | Leigh Caldwell, Author, Chief Executive Inon Pricing Advisers, London |
| 2:00 – 2:30 p.m. | Networking Break / Sponsor Hall / Bookstore Open | |
| 2:30 – 3:30 p.m. | KEYNOTE The Next Pricing Frontier: Business Model Innovation | Georg Müller, Ph.D., Senior Manager, Deloitte Consulting LLP |
| 3:30 – 4:30 p.m. | KEYNOTE MarketQuake 2020! What’s Coming? What to Do About It? | Thomas J. Winninger, Founder, Winninger Resource Companies |
| 5:00 p.m. | CONFERENCE RECEPTION sponsored by  Sponsor Hall / Open for Networking | |

Friday Conference Breakout Sessions • October 25, 2013

| | | | |
|------------------------|---|---|--|
| 7:00 a.m. | Registration and Breakfast | | |
| | PRICING PRACTITIONERS TRACK | PRICING EXPERTS TRACK | PRICING TECHNIQUES TRACK |
| 8:00 – 9:00 a.m. | Starting Your Pricing Journey on the Right Path: Lessons Learned from a Pricing Transformation Veteran Speaker: Scott Green, Global Pricing Head, Panduit | Contextual Pricing Versus Lowest Common Denominator Pricing Speaker: Rob Docters, Senior Member Marketing & Pricing Practice, McKinsey & Company | Keys to a Successful Corporate Pricing Transformation Speaker: Matt Johnson, Managing Partner, Simon-Kucher & Partners |
| 9:00 – 10:00 a.m. | Networking Break / Sponsor Hall / Bookstore Open | | |
| 10:00 – 11:00 a.m. | Pennies and Inches: The Only Way to Achieve Pricing Excellence Speaker: David S. Dvorin, Senior Operating Executive, Welsh, Carson, Anderson & Stowe | Two Sides of a Coin: Pricing Lessons Learned from Strategic Sourcing Speaker: Chico Gersappe, Director, Pricing and Profitability Consulting, PwC | Great Pricing — Done Right — is Sales’ Best Friend! Speaker: John O’Connor, Senior VP of Services, Zilliant |
| 11:00 – 12:00 noon | Unchained: Unlocking Your Organization’s Performance Through Change Management Speaker: Kristin Daniels, Vice President, Strategic Pricing, Cardinal Health | Transforming from Mediocre to Superior Pricing Speaker: Joanne M. Smith, former Corporate Director of Marketing & Pricing, DuPont | Five Signs That Your Pricing Strategy is Leaving Value on the Table Speaker: Jeff Robinson, Partner and Managing Director, The Boston Consulting Group |
| 12:00 noon – 1:00 p.m. | NETWORKING LUNCHEON | | |
| | PRICING PRACTITIONERS TRACK | PRICING EXPERTS TRACK | LIFE SCIENCES TRACK |
| 1:00 – 2:00 p.m. | The Left and Right Brain of Pricing Speaker: Maree McMinn, Installer Channels Pricing Manager, Ashland Consumer Markets/Valvoline | Ringin’ Up Higher Profits: 5 Pricing Secrets Retailers Can Rely On Speaker: Raechel Jackson, Director, Simon-Kucher & Partners | Uniqueness of Pharmaceutical Pricing & Applicable Insights for Other Industries Speaker: Jonathan Dunn, Director of Pricing, Onyx Pharmaceuticals |
| 2:00 – 2:30 p.m. | Networking Break / Sponsor Hall / Bookstore Open | | |
| 2:30 – 3:30 p.m. | Becoming the Driver for Pricing Excellence Speaker: Michael Davis, CPP, Global Manager of Pricing Solutions, TE Connectivity | Driving a Successful B2B Pricing Initiative: Coordinating People Processes and Systems Speaker: Usha Iyer, Sr. VP, Product Management, Vistaar | Linking “Willingness to Pay” to Health Speaker: Koenraad Dierick, HEOR Director, GfK Global Health Team |
| 3:35 – 4:35 p.m. | B2C4B Pricing Speaker: Husein Kitabwalla, SVP Global Consumer Pricing, Sodexo | D²: Disruptive Pricing for Disruptive Products Speaker: Shay Eliaz, Senior Manager, Deloitte Consulting LLP | Solving the Pricing Puzzle with Pricing Dashboards Speaker: Grace Shafer Sr., Pricing Manager, Philips Healthcare |
| 4:35 p.m. | CONFERENCE CLOSE | | |

7:00 AM Registration / Breakfast

8:00 AM Welcome and Networking

Kevin Mitchell, President, Professional Pricing Society

8:15 - 9:15 AM KEYNOTE: The Trillion Dollar Opportunity: How the “Embedded Pricing Organization” Will Enable Your Firm to Reach its True Revenue Potential

Speaker: **Mark Burton**, Co-Founder & Vice President, Consulting, Holden Advisors

The toll from tough negotiations with price sensitive customers demanding more and more discounts is estimated to be a \$1 trillion problem for companies worldwide. All indications are that this trend will continue to develop, but today there are many solutions to help reverse that trend: Big Data, software, sales tools, playbooks, more training... the list is endless. But despite the plethora of solutions and the value they bring, we as pricers, are falling short in our ability to impact both revenue and profit growth.

The solution is not necessarily in the tools or skills we build. The answer lies in our ability to change the way pricing departments work within our companies.

Attendees will learn:

- The specific challenges that will threaten pricing power for organizations.
- How changing from a staff pricing organization to an embedded team provides a more agile solution.
- Where and how to embed pricing talent in sales, product management and marketing, and in customer facing roles.
- Teaming with sales and being measured in ways that do not conflict.
- The challenges and changes involved in moving to an embedded model.

Mark Burton is Vice President of Consulting for Holden Advisors and is responsible for client projects and training. Mark is the driving force in the firm's efforts in developing offering, pricing, and sales strategies for services and hi-tech organizations.

Mark has 18+ years of experience in sales, pricing, and management advising. Prior to co-founding Holden Advisors, he was a Director at Strategic Pricing Group where he developed a number of ground-breaking solutions to clients' pricing problems.

Mark writes frequently on the challenges that companies face when implementing customer value-centered strategies. His best-selling pricing book, **Pricing with Confidence: Ten Ways to Stop Leaving Money on the Table**, was co-authored with Dr. Reed Holden.

Mark is a sought-after, dynamic speaker and has conducted hundreds of client workshops, spoken at many Fortune 2000 company events and at several conferences on business-to-business marketing.

He earned his Undergraduate Degree from Union College and his MBA from Boston University.



Scan this QR Code with your Smart Phone to see a video about this session

9:15 AM Networking Break/Sponsor Hall and Bookstore Open

10:00 - 11:00 AM KEYNOTE: Behavioral Pricing — Practical Implications of Pricing 3.0

Speaker: **Stephan A. Butscher**, Chief Talent Officer, Simon-Kucher & Partners

Price optimization was Pricing 1.0, then came the broader view of the Pricing Process in an organization. The next big step in pricing is behavioral pricing, driven by Nobel Prize-winning research in economics, psychology and sociology.

At Simon-Kucher, we have put this research into practice for many years, and have advanced the discipline by pioneering new research and publications, as well as frameworks for practitioners. This presentation will share cutting-edge thinking from Pricing 3.0 with the audience.

Attendees will learn:

- Behavioral pricing theory builds on many ways of predictably irrational consumer behavior
- How we can leverage customer psychology through the anchoring effect, the endowment effect, product framing, value plus vs. value minus, risk aversion, decoy tactics, etc.
- How a framework around brand identity/positioning and related pricing tactics can help to identify the best behavioral tactics

Stephan A. Butscher is Chief Talent Officer of Simon-Kucher & Partner's Strategy & Marketing Consultants.

Since joining the firm in 1994 he has worked in Germany for 7 years, spent 3½ years as part of the team launching the Boston office, and set up Simon-Kucher's London office – leading this as Managing Partner UK for 9 years.

He received the “Distinctive Pricer of the Year Award” from the Professional Pricing Society and is the author of over 200 articles, as well as two books, **Customer Clubs — A Modern Marketing Instrument** (German only) and **Customer Loyalty Programs and Clubs — A Practical Guide** (February 2002).



Scan this QR Code with your Smart Phone to see a video about this session

11:00 AM - 12:00 NOON

KEYNOTE: The Customer Centricity Imperative: Implications for Pricing

Speaker: **Mark Haller**, Partner, Strategy, PricewaterhouseCoopers

"The customer comes first" and "without customers we wouldn't be here" are age old phrases, the most current incarnation over the last decade taking the form of "Customer Centricity." The debate over what this means or how this changes the game has spawned over 60 HBR articles alone and a myriad of corporate interpretations. Many are companies only partially transformed and uncertain, while others are simply moving on to the next big thing. Customer Centricity is, however, not only still relevant...it is now an imperative.

Technology enabled market transparency, ease of switching, product modularity induced competition, ubiquitous customer data and more, have driven us to the point where it's imperative that the organization truly become customer centric...and measure and manage itself that way. When the term was introduced, organizations that would embrace customer centricity were said to gain an advantage. Today, those who don't refocus to become ruthlessly customer centric in everything they do, will fail.

Attendees will learn:

- Why customer centricity is an imperative
- What the attributes/capabilities of the new customer centric organization are
- What new customer centric capabilities are essential for pricing to support, engage, or motivate
- How pricing should operate in the customer centric organization

Mark Haller is a partner in the Customer Impact Consulting practice of PricewaterhouseCoopers. He leads the Pricing & Profitability and Customer-Centered Strategy solutions within that practice. He also heads up the firm's Intellectual Asset Management (IAM) group and its Strategy practice in the technology and entertainment, media and communication sectors.

Mark's 30+ years of management advising experience and skills have been applied across a broad range of industries. He serves clients as they address important issues that impact execution of strategy or challenges to key aspects of the company's business model — with a particular emphasis on revenue growth and profit enhancement.

Mark is a frequent speaker and author of a number of published works, particularly relating to Pricing & Profitability, M&A, and intellectual asset management issues. He is a member of the Licensing Executives Society where his often cited, IAM Framework™, is part of its professional education program. Mark has also been repeatedly named as one of the "World's Leading IP Strategists" by *Intellectual Asset Management* (IAM) magazine.

Mark received an MBA with a specialization in finance and business policy from the University of Chicago Booth School and a BS Degree in Accounting and Finance from Miami University in Oxford, Ohio.



Scan this QR Code with your Smart Phone to see a video about this session

12:00 PM

Women in Pricing Luncheon sponsored by **SIMON • KUCHER & PARTNERS**

Strategy & Marketing Consultants

12:00 PM

Networking Luncheon

1:00 - 2:00 PM

KEYNOTE: Psychological Pricing Strategies from Behavioral Economics

Speaker: **Leigh Caldwell**, Author, Chief Executive, Inon Pricing Advisers, London

A price is not just a number. It is a powerful psychological weapon which can change people's attitudes toward your product for better or worse. The right pricing approach can guide people to spend more money or change their behavior, in ways they are not even aware of.

In this talk, Leigh Caldwell, author of *The Psychology of Price*, shows how to use psychological pricing tactics to influence customers to spend more money, bias them towards your profitable products, and make sure they feel they're getting a great deal.

Attendees will learn:

- A set of six psychological tactics that you can use in your pricing policy – the compromise effect, decoy pricing, anchoring and more
- The seven principles of pricing
- The secret of why there is no such thing as value for money
- A step-by-step approach to using psychological pricing in your business

Leigh Caldwell is author of *The Psychology of Price* (2012 Crimson Publishing Ltd.) a book showing businesses how to use psychology to set their prices and create maximum consumer demand for their

products. He is chief executive of Inon Pricing Advisers (inon.com), a London-based pricing consultancy, and a partner at The Irrational Agency (irrationalagency.com), a marketing agency that uses behavioral economics for strategy development and market research.

With a background as a mathematician, he is a leading researcher and writer on behavioral economics and consumer decision-making, a member of the Econometric Society and the Society for Judgement and Decision Making; and he presents regularly at academic conferences on psychology and economics. Leigh contributes as an economics and business commentator to BBC News and other media. Recently he has presented at Nudgestock, the behavioral economics festival in London, Chinwag Psych, Conversion Conference London and conversionsummit in Frankfurt. He writes the blog knowingandmaking.com and is economics editor of InDecision (indecisionblog.com). He received his BSc (Hons) Mathematics & Physics, University of Glasgow.



Scan this QR Code with your Smart Phone to see a video about this session

2:30 - 3:30 PM

KEYNOTE: The Next Pricing Frontier: Business Model Innovation

Speaker: Georg Müller, Ph.D., Senior Manager, Deloitte Consulting LLP

More organizations are recognizing the need to invest in their pricing capabilities as a key lever for executing their strategic agenda. Of those companies that have made the investment, most started on the path to pricing excellence by improving their transactional performance, and a select few have carefully leveraged their customer value proposition to set better prices.

But what types of capabilities are needed to become a truly world-class pricing organization? Dr. Müller will illustrate how winning companies have applied a particular set of capabilities to innovate their business, reshaping how value is exchanged in ways that deliver significant, sustained competitive advantage. The multi-disciplinary approach that is needed to stay at the forefront of pricing will be presented.

Attendees will learn:

- The importance of defining economic value and estimating price elasticity
- To understand consumer behavior and psychology
- To document the customer buying process and measure the customer lifetime value
- How to create a customer segmentation
- To establish a technology and data analytics infrastructure

Georg Müller is a leader in Deloitte's Pricing & Profitability Management practice and draws from a wide spectrum of experiences as a professor, entrepreneur, and management consultant. He specializes in helping firms develop and achieve better pricing outcomes. His work includes building value-based pricing strategies, developing incentives to encourage profitable customer behaviors, and building pricing capabilities within organizations.

Georg is an adjunct faculty member at the University of Chicago, where he leads the executive development program on the strategy and tactics of pricing; he has also lectured at the University of Minnesota. As a content-expert, Georg is well-published in various journals. He has been the featured presenter for executive development programs at several multinational companies, and has served as a keynote speaker for the Board of Directors meeting of a \$12 billion agribusiness firm.

Georg received both his B.A. and Ph.D. from the University of Chicago, Booth School of Business.



Scan this QR Code with your Smart Phone to see a video about this session

3:30 - 4:30 PM

KEYNOTE: MarketQuake 2020! What's Coming? What to Do About It?

Speaker: Thomas J. Winninger, Founder, Winner Resource Companies

When was the last time you missed an opportunity in your life or work and wished you could have seen it coming? Don't let it happen again. Life and work are made up of opportunities that come to us waiting to be seized. In this presentation, Thom Winninger will demonstrate how business and pricing specialists can identify, evaluate, seize and capitalize on opportunities. Drawing from his 34 years as a market strategist, Thom will share his unique strategy to help organizations differentiate their brands.

From chocolate to Pharmacia, from outdoor power equipment to camping equipment, from technologies to agriculture equipment, from the C-Suite to the Sports-Suite, Winninger challenges everyone to get into the moment of reality to identify not the forest for the trees, but the path through the forest to opportunity. Now is the time for you to identify the opportunities headed your way!

Attendees will learn:

- What current TRENDS will effect work and life and how to capitalize on them
- How to ask The Big Questions that qualify real opportunities
- How to analyze the real potential and business goals

Thom Winninger is Founder of Winner Resource Companies, a Minneapolis-based group of companies that research market opportunities for over 200 products and services each year. Driving market leadership through differentiation, Thom believes that smart thinking is the only true differentiator for a brand. His market approach has been featured on CNBC, in First Business, Boardroom Reports, and Venture Magazine. In addition to being published in over 300 trade journals and publications, he has authored the following best-selling books, **Get Out of the Boat: Discover the Meaning of Your Life** (2010), **Bullseye!** (2006), **Full Price** (2000), **Sell Easy** (1999), **Hiring Smart: How to Hire a Team That Wants to Work** (1996) and **Price Wars** (1995).

Thom has been referred to as "America's market strategist" for his innate ability to see market opportunities and for helping companies seize them before it is too late. He is one of the most in-demand speakers in North America today, an inductee into the Speaker Hall of Fame, and a nominee for America's Entrepreneur of the Year. In recognition of his contributions to the speaking profession, he personally received the Cavett Award, the highest honor given each year by the 4,000 members of the National Speakers Association.



Scan this QR Code with your Smart Phone to see a video about this session

5:00 PM

Conference Reception Sponsored by: **PROS.**
Sponsor Hall / Open for Networking

REGISTER ONLINE AT: www.PricingSociety.com/ATL2013

8:00 - 9:00 AM FRIDAY • PRICING PRACTITIONERS TRACK

Starting Your Pricing Journey on the Right Path: Lessons Learned from a Pricing Transformation Veteran

Speaker: **Scott Green**, Global Pricing Head, Panduit

Scott Green will provide practical experience and lessons learned in organizational pricing transformation in an interactive and open presentation. He will provide a successful pricing transformation framework, which can be adapted to your organization or project, to achieve the targeted benefits capture. As a seasoned, highly experienced leader, Scott can help attendees recognize and assess organizational readiness for pricing change, and will address the keys to successful pricing program delivery. Attendees will walk away with practical tools, frameworks and keys to success for driving pricing change across the organization.



Attendees will learn:

- Tools for assessing your organizational capacity for pricing change and developing a pricing transformation roadmap
- A practical framework for implementing pricing change
- Keys to a successful pricing transformation

8:00 - 9:00 AM FRIDAY • PRICING EXPERTS TRACK

Contextual Pricing *Versus* Lowest Common Denominator Pricing

Speaker: **Rob Docters**, Senior Member Marketing & Pricing Practice, McKinsey & Company

Does your company capture the upside of pricing variation? Those moments when your customers would be willing to pay more, and buy more?

The starting point of pricing and revenue building is **not** you or your company — it is your customer, and how he or she judges what they are willing to pay. That willingness to pay is determined by contexts — such as timing, supply/demand, use case, decision process, price structures, objectives, competition, customer's customers, geography, etc.

During this presentation, case studies will be presented to show how your company can adopt this contextual approach, grow its revenues and raise customer satisfaction levels.



Attendees will learn:

- To identify where contextual pricing is *already happening* in their companies
- How to scale the approach to fully realize the opportunity
- How to meld pricing, product and communication to continue the growth

8:00 - 9:00 AM FRIDAY • PRICING TOOLS & TECHNIQUES TRACK

Keys to a Successful Corporate Pricing Transformation

Speaker: **Matt Johnson**, Managing Partner, Simon-Kucher & Partners

In 2012, SKP and PPS reached out to over 1000 companies in more than 100 countries to execute the largest Global Pricing Survey ever implemented. The first key finding of this survey was that companies who achieve systematic "Pricing Power" generated a staggering **33% greater EBIT** than their peers without Pricing Power. The second key finding was a dramatic increase in both CEO involvement with pricing initiatives and the creation of dedicated central pricing functions within the companies worldwide.

While many companies have begun the journey toward corporate pricing transformation, success of these projects is mixed. In his talk, the keys to successful pricing transformation will be reviewed.



Attendees will learn:

- Global pricing strategy alignment
- Organizational and process redesign and standardization
- Infrastructures for pricing transparency and performance measurement
- Tools and skills for sales, key account and negotiation excellence

Attendees are free to alternate between different tracks

9:00 - 10:00 AM

Networking Break / Sponsor Hall / Bookstore Open

10:00 - 11:00 AM FRIDAY • PRICING PRACTITIONERS TRACK

Pennies and Inches: The Only Way to Achieve Pricing Excellence

Speaker: **David S. Dvorin**, Senior Operating Executive, Welsh, Carson, Anderson & Stowe

The most effective way to achieve broadly sustainable and profitable pricing success for your company is through the structured accumulation of small pricing changes. By rolling up pennies and inches, significant improvement can be achieved. Pricing professionals must find ways to align their businesses so that the pricing pennies and inches are routinely identified, initiated, and collected across the enterprise.

This discussion will explore why the pennies and inches improvement approach is the most successful for achieving pricing excellence. Through a series of examples, the speaker will highlight practice-proven techniques for moving toward pricing excellence.

Attendees will learn:

- Specific tactics for collecting pricing pennies and inches
- Tested methods for overcoming barriers to price improvement accumulation
- Organizational recommendations for encouraging consistent application of the pennies and inches approach
- How to effectively incorporate your product's value into your organization's pricing strategy



10:00 - 11:00 AM FRIDAY • PRICING EXPERTS TRACK

Two Sides of a Coin: Pricing Lessons Learned from Strategic Sourcing

Speaker: **Chico Gersappe**, Director, Pricing and Profitability Consulting, PwC

Sales organizations are increasingly encountering better-trained procurement organizations with more sophisticated sourcing processes and tactics. As your company's pricing expert, you need to help prepare your sales force for these encounters. Pricing and Selling are the other side of the Sourcing and Procurement coin. Over the last five years PwC's Procurement & Sourcing team has worked with procurement organizations to source over \$20 billion across more than 200 spend categories. This presentation leverages the lessons learned from improving our clients' procurement capabilities.

Attendees will learn:

- How the latest procurement trends and tactics should affect your pricing and selling approach
- How to recognize where your customer is on the Procurement Maturity Curve and which tactics to apply for success
- How to listen for feedback and pricing guidance during various RFP stages and what actions to take
- How to determine what information you need to provide your sales force so they are confident with your value proposition and the price boundaries you provide them



10:00 - 11:00 AM FRIDAY • PRICING TOOLS & TECHNIQUES TRACK

Great Pricing — Done Right — is Sales' Best Friend!

Speaker: **John O'Connor**, Senior VP of Services, Zilliant

In many B2B companies, there is a constant tension between the sales team and the pricing team. The pricing team wants sales reps to quote from the price list or follow a set of rules, while sales, often faced with highly competitive selling situations, wants to quote a price that is guaranteed to win the business. Great pricing, done right, can actually elevate sales rep performance, minimize revenue risk and shorten quote turnaround times, all while achieving pricing and profit & loss objectives.

Attendees will learn:

- What it means to provide pricing guidance that sales teams will embrace
- The key principles for elevating sales rep performance through better pricing
- How to use a carrot rather than a stick to hit price realization goals
- How technology can help you measure price realization metrics fairly



REGISTER ONLINE AT: www.PricingSociety.com/ATL2013

11:00 AM - 12:00 NOON FRIDAY • PRICING PRACTITIONERS TRACK

Unchained: Unlocking Your Organization's Performance Through Change Management

Speaker: **Kristin Daniels**, Vice President, Strategic Pricing, Cardinal Health

Business-to-business manufacturers and distributors are increasing pricing projects to help improve margins and profits. Many of these initiatives involve pricing software that automates key tasks and prescribes specific pricing guidance for the sales force. Experience shows that achieving a successful implementation of a pricing project requires three types of change: operational, process alignment, and adoption. This presentation will focus on the critical components of the adoption process.

The best planned pricing project will fail if the people charged with implementing it — the sales force in particular — do not embrace the pricing process.

Attendees will learn:

- Multi-disciplinary and multi-departmental approaches to ensure that stakeholders are engaged and committed
- Communications and training techniques to make change management understandable and practical
- How to properly document processes to demonstrate them to your sales team
- Guidance on measuring, evaluating and improving user adoption



11:00 AM - 12:00 NOON FRIDAY • PRICING EXPERTS TRACK

Transforming from Mediocre to Superior Pricing

Speaker: **Joanne M. Smith**, former Corporate Director of Marketing & Pricing, DuPont

Has your pricing group or company been struggling to achieve the superior pricing and profits you think are possible? If so, you are not alone. Getting started in pricing is relatively easy, but consistently delivering superior results is an enormous complex challenge. Joanne will share guidance from her new book, a pricing playbook for superior profits.

After years of leading pricing, developing and piloting new approaches across diverse, specialty and commodity businesses, Joanne has created her playbook to guide others through pricing transformations.

Attendees will learn:

- How to build the right pricing organization
- How to influence top leadership, marketing and sales
- How to set the right price for short term *and* long term profitability
- How to execute pricing changes for the greatest success
- The processes and systems for long term success



11:00 AM - 12:00 NOON FRIDAY • PRICING TOOLS & TECHNIQUES TRACK

Five Signs That Your Pricing Strategy is Leaving Value on the Table

Speaker: **Jeff Robinson**, Partner and Managing Director, The Boston Consulting Group

Pricing is among the most studied and debated topics in business strategy. Yet, we frequently encounter companies leaving profits or growth on the table by not creating competitive advantaged pricing strategies.

Using consumer and retail examples applicable across industry lines, we will discuss a number of the common signs that indicate your pricing and promotion approaches need revamping, and may be leaving value on the table.

Attendees will learn:

- How to address increasing promotion/discounting budgets not driving incremental sales nor market share
- How to fix an over-reliance on blunt pricing formulas or 'black-box' systems
- How to ensure pricing strategies that differentiate customer segments, purchase occasions or channels
- How to build a 'test & learn' capability on pricing and promotion



12:00 – 1:00 PM

Lunch

1:00 - 2:00 PM FRIDAY • PRICING PRACTITIONERS TRACK

The Left and Right Brain of Pricing

Speaker: **Maree McMinn**, Installer Channels Pricing Manager, Ashland Consumer Markets/Valvoline

Throughout a long career in pricing I have been called everything from Math Wiz, to Bean Counter, to Statistician. I have even been asked "Pricing? What does that mean?" As I have learned to illustrate what I do for a living, I found myself explaining that pricing is more than just a math problem. This presentation will focus on how a balanced approach between the "analytical" and "creative" can elevate your pricing transformation from tactical mathematical equations to changing the way a business thinks.



Attendees will learn:

- Why Pricing is not just a math problem
- Personalities that make solid pricing teams
- How to understand a variety of audiences to move your pricing transformation forward
- Why "Irrational Behavior" may not be

1:00 - 2:00 PM FRIDAY • PRICING EXPERTS TRACK

Ring Up Higher Profits: 5 Pricing Secrets Retailers Can Rely On

Speaker: **Raechel Jackson**, Director, Simon-Kucher & Partners

The best retailers consider everything that affects the value a shopper perceives: what products you choose to sell where, at what price, how you promote them, and how you communicate the value.

A common myth is that you must trade off share and volume in order to boost profits, but if you use this complexity to your advantage and focus on how to add value to a shopper's experience, you can ring up higher profits while remaining competitive.



Attendees will learn:

- Elements of a successful "omni-channel" strategy and why you need one
- How to make the fight for shoppers about more than price
- Key principles for establishing rule-based pricing and assortment
- How to design and run more efficient promotions
- How to make these best practices stick in your organization

1:00 - 2:00 PM FRIDAY • LIFE SCIENCES TRACK

Uniqueness of Pharmaceutical Pricing & Applicable Insights for Other Industries

Speaker: **Jonathan Dunn**, Director of Pricing, Onyx Pharmaceuticals

Some pricing best practices may be applicable across industries, while others are impacted by the nuances unique to an industry or a specific segment. The pharmaceutical industry and some innovative pharmaceutical firms have been among the top 15% most profitable entities (as measured by net profit margin). What makes pharmaceutical pricing unique?

This session will highlight how the insights and lessons learned from pricing successes achieved by some pharmaceutical firms are applicable to pricing in other industries.



Attendees will learn:

- The key drivers that make pharmaceutical pricing unique
- Complexity in and best practices for government and international pricing
- Insights and lessons learned that are applicable to other industries
- Case studies (success stories, what worked and what did not)

Attendees are free to alternate between different tracks

2:00 - 2:30 PM

Networking Break / Sponsor Hall / Bookstore Open

REGISTER ONLINE AT: www.PricingSociety.com/ATL2013

PG
25

2:30 - 3:30 PM FRIDAY • PRICING PRACTITIONERS TRACK

Becoming the Driver for Pricing Excellence

Speaker: **Michael Davis, CPP**, Global Manager of Pricing Solutions, TE Connectivity

Pricing is about setting the right price, for the right customer, at the right time. How we get to this culture of pricing excellence is a journey. TE Connectivity was not clear on how to begin this journey. During this session, attendees will see how our IT department evolved to help lead TE Connectivity out of their cost-plus mentality and into the world of value-based pricing. Through a holistic focus on 3 key areas — process, talent, and systems — and slowly integrating the core concepts of pricing science, the Global Pricing Solutions team built the foundation for pricing success.

Attendees will learn:

- Key characteristics of a comprehensive, value-focused pricing initiative
- Why TE Connectivity, and other similar, diverse organizations, need each to evolve commensurately
- What are the keys to capitalize on this success and keep the momentum



2:30 - 3:30 PM FRIDAY • PRICING EXPERTS TRACK

Driving a Successful B2B Pricing Initiative: Coordinating People Processes and Systems

Speaker: **Usha Iyer**, Senior Vice President, Product Management, Vistaar

Pricing excellence has become an essential component of business strategy in enterprises striving for differentiation, competitive advantage, growth, profits and market share. However, successful pricing initiatives involve significant change, and close coordination of a number of factors involving people, processes, and systems.

This presentation is geared toward pricing executives who are looking to drive business value through pricing initiatives and are interested in an interactive review of key success factors. It will address the factors that make pricing initiatives so important, yet so challenging, and will examine the key attributes of successful pricing initiatives.

Attendees will learn:

- Methods to gain executive support for a pricing initiative
- What type of initiative is appropriate for your company's pricing maturity
- The importance of analyzing your pricing approach and processes to determine appropriate areas of focus
- An approach to getting started that assures rapid time-to-value



2:30 - 3:30 PM FRIDAY • LIFE SCIENCES TRACK

Linking "Willingness to Pay" to Health

Speaker: **Koenraad Dierick**, HEOR Director, GfK Global Health Team

The concept of willingness to pay has a growing level of interest, but none of the existing methods links patients' health and their willingness to pay for a treatment.

Thousands of patients took part in a Patient Reported Outcomes study (PRO); they had to complete the EQ-5D-5L questionnaire (standardized instrument for use as a measure of health outcome).

The EQ-5D returns a single number as a measure of health. Patients were asked to consider their willingness to pay for 3 scenarios: improving their health with 10 points, retaining their current health and avoid the worsening of their health status with 10 points.

Attendees will learn:

- How price sensitivity for drugs fluctuates in function of the severity of disease
- What the most important drivers are for patient's willingness to pay
- How much patients would be willing to pay if drugs would no longer be reimbursed



3:30 - 4:30 PM FRIDAY • PRICING PRACTITIONERS TRACK

B2C4B Pricing

Speaker: **Husein Kitabwalla**, SVP Global Consumer Pricing, Sodexo

In a B2B world that is increasingly shifting towards a B2C, how do we B2B experts transition our mindsets and deliver increased perceived value? How can we demonstrate our competencies in intimately understanding purchasing behaviors in both fields? We have to enhance our ability to design experiences and touch points, at an accurately measured priced point, that enables greater customer experience, produces endearment status with our clients, and increases our margins and profitability. This session will demonstrate how to hardwire and operationalize pricing into the strategic DNA of the organization, and then how to socialize and implement the strategy on a global scale.

Attendees will learn:

- How to Designate B2C4B Pricing as a strategic growth opportunity
- How to Develop a B2C4B Pricing Project Plan and methodology
- How to set objectives, track and measure results



3:30 - 4:30 PM FRIDAY • PRICING EXPERTS TRACK

D²: Disruptive Pricing for Disruptive Products

Speaker: **Shay Eliaz**, Senior Manager, Deloitte Consulting LLP

Typically, when pricing a new product, there are many data inputs at hand to inform the pricing decision. Historical references or similar competitive products can provide inputs, but how can one price a product while having limited directly comparable information?

The situation arises when pricing a potentially disruptive or extremely differentiated product. In such cases, one needs an approach that provides a price that can support the market penetration, while not leaving value on the table.

Attendees will learn:

- The importance of truly understanding the value proposition of your product
- The merits of a robust market diligence effort – not conjoint analysis
- The flexibility of our approach to price different product variations and delivery methods
- The additional benefits of understanding your product better through this process, as well as your competitors' products and pricing



3:30 - 4:30 PM FRIDAY • LIFE SCIENCES TRACK

Solving the Pricing Puzzle with Pricing Dashboards

Speaker: **Grace Shafer Sr.**, Pricing Manager, Philips Healthcare

There is an unlimited amount of data that we can analyze and present to pricing's many varied stakeholders, but how do we decide in this world of information overload what metrics are best?

Using past experience, this presentation will show attendees how to create a dashboard using whatever tools your company has to measure pricing results. It will deliver ways to align with stakeholders to insure that metrics are consistent with their needs, while maintaining the metrics' pricing integrity. The result of creating these actionable dashboards should be a template that drives pricing and profit improvement.

Attendees will learn:

- Ideas for dashboard templates using the existing tools in your organization.
- Ideas for pricing metrics that are aligned with stakeholders.
- Examples of actionable Pricing Dashboards.



Attendees are free to alternate between different tracks

Conference Reception Sponsor



PROS Holdings, Inc. (NYSE: PRO) is an original big data software company that helps customers outperform in their markets by using big data to sell more effectively. We apply 27 years of data science experience to unlock buying patterns and preferences within transaction data to reveal which opportunities are most likely to close, which offers are most likely to sell and which prices are most likely to win. PROS offers big data solutions to optimize sales, pricing, quoting, rebates and revenue management across more than 30 industries. PROS has implemented more than 500 solutions in more than 55 countries. The PROS team comprises more than 650 professionals around the world. **Website: www.prospricing.com**



Economists, statisticians, programmers, and strategy experts at **Advanced Analytical Consulting Group** have helped clients spanning various industries to enhance their

pricing and profitability management capability, which has led to identified profits worth over \$500 million. We have developed and deployed econometric models for quality control, performance measurement, and profit maximization at major corporations in the US and internationally. If you want to stop relying on gut feelings or rules of thumb, our Pricing and Profitability Optimization techniques will transform your data into valuable insights that can increase both the top and bottom line. **Website: www.aacg.com**



Insight. Satisfaction. Sales.

Atenga uses the tools of price optimization to drive improved profitability. We perform original targeted market research to discover and document the drivers for our clients' willingness to buy and willingness to pay. We recommend policies, bundles, segmentation systems, messages and prices to better serve your marketplace.

Website: www.atenga.com



Deloitte is an organization of member firms devoted to excellence in providing professional services and advice. We are focused on client service through a global strategy executed locally in nearly 150 countries. With access to

the deep intellectual capital of 120,000 people worldwide, our member firms (including their affiliates) deliver services in four professional areas: audit, tax, consulting, and financial advisory services. Our member firms serve over one-half of the world's largest companies, as well as large national enterprises, public institutions, and successful, fast-growing global growth companies.

Website: www.deloitte.com



Holden Advisors is the leading consultancy and training firm in pricing and value-based selling. We help clients drive breakthrough business results by developing customer value insights that are used in the entire pricing process – from

price setting to price negotiations. Our team delivers value-based global pricing strategy, analysis, processes, and backbone-building price negotiation tactics that drive real impact straight to the frontline of the customer buying experience.

We work with clients who are:

- Faced with increased involvement of procurement
- Dealing with acute margin pressure
- Positioning services as their greatest differentiator and profit maximizer
- Expanding into new markets or new offerings
- Seeing volumes return, but not revenues
- Challenged by a broken pricing process that cannot respond to sales or customers timely, efficiently, and knowledgeably

The Holden Advisors Difference:

- Thought-leadership.
- Simple tools – big impact.
- Comprehensive view
- Analytical and practical approach
- Sales savvy.
- Collaborative
- Executive advisor
- Focus on action

Learn more about Holden Advisors, listen to our podcasts, or read more on our approach to pricing and sales effectiveness or contact Carolyn Holden, 978-405-0020. **Website: www.holdenadvisors.com**



LeveragePoint is the only software solution for value-based pricing. The LeveragePoint platform enables everyone in your organization to collaborate and align around the economic

value you deliver to your customer's bottom line -- quantifying what truly differentiates you from your competition. LeveragePoint helps product development and pricing set value-based prices; and helps marketing and sales communicate a value story that wins the price negotiation, shortens sales cycles, and captures wider margins. And, as a SaaS (Software-as-a-Service) solution, LeveragePoint can be deployed quickly to deliver measurable business impacts within weeks. **Website: www.leveragepoint.com**



Navetti's extensive expertise with large international manufacturing companies and their comprehensive pricing solutions are the foundation of their clients' success in improving revenue and margins through pricing

management and optimization. Navetti PricePoint™ provides manufacturers with a new pricing methodology, delivering sustainable profit improvements. The solution is tightly integrated with other core IT-systems like ERP, Data warehouse, PDM and other systems. Navetti's consultants use their proven methodology to rapidly deliver Navetti PricePoint™ and sustainable business processes in close cooperation with their clients' business and IT groups, yielding benefits including:

- Gross Profit increase of 5% to 20% for constant unit sales volume
- Increased efficiency: sustainable and easily managed pricing procedures
- Improved customer satisfaction

Website: www.navetti.com



Open Pricer is a provider of pricing intelligence and pricing technology for enterprises specialized in services such as transportation and logistics, financial services, telecom, digital advertising and travel.

We help enterprises to maximize their Pricing Power (i.e. their ability to effectively manage prices to reach profitable growth) with a typical effect of 2 to 3% additional net margin.

Our Pricing Intelligence services include: Pricing Power Assessment, Customer Price Diagnostic, Price Strategy, Pricing Processes, Pricing Models, Training. Our Pricing Technology products include: Smart Quote, Contract Monitoring, Rerating Campaigns and Price Policy Optimization.

Open Pricer patent pending "Customer Centric Revenue Management" technology is unique in the market and is designed for enterprises developing long-term relationship with their customers. It enables these enterprises to optimize customer tariffs at all phases of the business relationship.

Website: www.openpricer.com



Pricing Solutions Ltd. specializes in 5 core services: pricing research, pricing management, pricing training, pricing systems and advisory services. Our pricing expertise is based on more than 15 years of in-depth work on pricing optimization in B2B and B2C markets around the world.

The result: typical payback on an engagement is 10:1.

Pricing Solutions Ltd. has developed a wide range of proprietary tools, processes and research techniques for studying and analyzing our clients' pricing problems. These tools and processes complement our philosophy: the senior managers who sell the work are also those who do the work, collaboration is at the heart of our approach to completing projects successfully, and long-term relationships are the key to business success.

Since the company's inception in 1994, Pricing Solutions Ltd. has grown exponentially under the leadership of President, Paul Hunt. We currently have offices located in North America, Europe, United Kingdom, Asia Pacific and Latin America. **Website: pricingsolutions.com**



PTC. Service parts lists are typically generic and outdated, resulting in high parts identification errors and lower parts profits and sales. PTC's Service Parts Information solution derives

configuration-specific service bill-of-materials (sBOM) to improve parts ordering accuracy, as well as efficiency throughout the entire service network. This is achieved through efficient identification of valid service part options based on specific product configurations and service events.

Website: <http://www.ptc.com>



PwC. Most executives name pricing as their major challenge - and their major weakness. Have you fully tapped your pricing potential? Whether you want to develop a value based pricing approach, establish better pricing controls, or embed a "best in class" pricing strategy, we can help you realise your full value potential. PwC's pricing framework has three distinguishing elements:

1. PwC's proprietary software tool 'Equazion' which analyses product and customer profitability, diagnosing areas for improvement.
2. Specialist techniques such as 'willingness to pay' analysis and simulation modelling, to provide insight into the pricing structure and dynamics of your organisation.
3. Operational insights from our practical experience of what often gets in the way of translating pricing strategy into practice

PwC is the world's largest professional services firm, with more than 180,000 people in 158 countries, active in consulting, audit and tax.

Website: www.pwc.be/profitability



Prof. Roll & Pastuch – Management Consultants is a specialized consulting company, with a strong focus on price management. Our management team

consists of experienced pricing consultants who have a long history of successful pricing projects. We work for large, international clients, as well as for hidden champions. Our goal is to provide our clients with state-of-the-art pricing solutions. We prefer a hands-on approach, which delivers tangible results at the end of each project. A long list of satisfied customers from different industries proves that our approach makes a difference.

Website: www.roll-pastuch.de



Quantiz is a pricing management-consulting firm that uses the powerful concepts of Six Sigma and Process Excellence to enhance its analytical skills in order to develop differentiated services and solutions.

Our main goal is to improve our customers' sustainable growth and profitability. Based in Sao Paulo, Brazil, the company was founded and is managed by Frederico Zornig, who has more than 16 years of international work experience as a high level executive at transnational companies and more than 8 years of experience leading pricing initiatives and projects. He has an MBA from the University of Illinois at Urbana-Champaign and is a Ph.D. candidate in Pricing at International School of Management in New York. Frederico is also a certified Six Sigma Black Belt since 2002 and in now leading the Latin America chapter of the Professional Pricing Society.

Website: www.quantiz.com.br



Roland Berger Strategy Consultants, are the only European origin top tier global consultancy (#3 in Europe). For the past 46 years, we have successfully delivered creative strategies that work to a multitude of clients in all major

international markets with a team of 250 Partners and 2,700 employees working in 51 offices across 36 countries worldwide.

We firmly believe that pricing is never a standalone topic and hence adopt a 360 degree approach to developing pricing optimization solutions recognizing and ensuring pricing works seamlessly within the marketing as well as the broader business context to deliver frictionless, tangible benefits.

Website: www.rolandberger.com/



SAP, the world's leading provider of business software, with more than 33,200 customers in more than 120 countries, sources its price and margin management solution from Vendavo. The solution is marketed and sold by SAP worldwide under the name SAP Price and Margin Management™.

The SAP Price and Margin Management application by Vendavo combines pricing science, best practices, and enterprise-class software to drive improvements in average prices at every stage of the pricing process. Added up, these improvements deliver big increases in profits. The goal is simple: make better pricing decisions and more money on every deal.

Website: www.sap.com/better



Simon-Kucher & Partners Strategy & Marketing Consultants has the world's largest and most experienced consulting

practice dedicated to pricing and smart profit growth.

Business Week magazine described Simon-Kucher as "world leader in giving advice to companies on how to price their products." William Poundstone, author of Priceless (2010) says: "No firm has spearheaded the professionalization of pricing more than Simon-Kucher & Partners."

Please consider the following facts:

- Global presence: We have over 660 employees in 4 offices in the US, 15 offices in Europe, 4 offices in AsiaPac and 1 office in the Middle East
- Client base: We have resolved complex pricing issues for more than 80 of the global Fortune 500 firms, as well as for many small and medium-sized companies. In the last 3 years we have conducted over 2,600 pricing projects.
- Thought leadership: We have published over 50 books on pricing and related issues and over 600 articles, including many commentaries in The Wall Street Journal and The Financial Times and other leading publications.
- Size: 2012 was another record year for Simon-Kucher with revenue reaching \$190m
- Growth: Our revenue grows by 15-20% per year, a strong testimony for our quality of service.

Website: www.simon-kucher.com



The **Simon School** is the first and only business school to offer a specialized pricing track within the full-time MBA program. Our pricing students learn the fundamentals of value-based pricing,

price discrimination, market research, and techniques for estimating demand and elasticity. Our advanced pricing courses cover B2B pricing, pricing under capacity constraints, competitive strategic pricing, auctions and behavioral pricing. **Website: www.simon.rochester.edu/pricing**



Software Pricing Partners specializes in the pricing of software products. We help clients improve their pricing practices so

they can increase revenues, improve deal pricing and deal structure, shorten sales cycles, and redeploy discount dollars.

Website: www.softwarepricing.com



Strategic Analysis Inc. (SAI), a global business consulting firm, uses its core capability in competitive intelligence to develop pricing, pricing strategy and tactics, and price benchmarking throughout an industry's ecosystem to increase client profits. SAI

drives its field-developed research to develop proactive, value-added results and recommendations for clients. **Website: www.strategicanalysis.com**



Stratinis Stratinis is a pricing management software company, specializing in helping companies from all over the world manage and optimize their local or international prices, discounts and rebates.

Through its flagship software, Stratinis Pricing Suite, Stratinis offers a powerful solution to pricing challenges such as profitability transparency, price waterfall analysis, discount optimization, rebate controlling, promotion management, price list administration, price optimization across customer segments, grey market risks, international key account pricing, multi-currency and cross border complexity, and many more. Stratinis Pricing Suite exchanges data with many sources such as ERP, CRM and Excel and has out-of-the-box and fully-customizable reports to analyze your existing pricing. The tool can simulate the effects of price changes so that you get a complete vision of not only how you are pricing today, but of how you could do pricing tomorrow.

Website: www.stratinis.com



Vendavo is a leading provider of price management and optimization software for business-to-business companies worldwide. Vendavo Enterprise Pricing Suite solves

pricing problems by giving businesses true enterprise-wide control of their entire pricing process. It combines pricing science, pricing best practices, and enterprise-class software to drive small improvements in average prices at every stage of the pricing process, from segmentation to deal close. Together, these improvements deliver big increases in profits – from 10% to 30%. Vendavo is the enterprise pricing solution of choice for some of the world's biggest names in chemicals, high-tech and industrial manufacturing, consumer products, mill products and distribution. SAP resells the Vendavo solution to its customers under its own name as SAP Price and Margin Management.

Website: www.vendavo.com



Vistaar is a leading provider of price management solutions that enable companies to achieve pricing best practices through price analytics, price optimization, price list management and deal management. Our technology transforms pricing operations into a

strategic advantage for some of the world's largest manufacturers, distributors and service providers. For these companies, Vistaar pricing solutions drive measurable price and margin improvements to deliver profitable growth and maximum shareholder value. Vistaar's operations include six offices across North America, Europe and Asia. **Website: www.vistaar.com**



Wiglaf Pricing works with leading global corporations and emerging entrepreneurs to enable confident pricing decisions in the face of uncertainty. With researched and field tested

quantitative and qualitative approaches, executives use Wiglaf Pricing's insight and creativity to define price structures, set price levels, and manage price variances. **Website: www.wiglafpricing.com**



William Richard Associates is a pricing and revenue management recruiting firm.

Beginning in 2001, our recruiting expertise has been dedicated to the recruitment of pricing strategists at senior executive-level, mid-level management, and analyst-level.

Our search experience covers multiple industries including B2B, Consumer Products, Consumer Services, Retail, Pricing Technology, Management Consulting (strategy & process / operations oriented), and Private Equity. Depending on the level of search, we offer retained, hybrid, and contingency search services to clients who are starting to build an internal pricing capability within their firm or adding to an existing pricing team.

Website: www.williamrichard.com



Zilliant provides companies with data-driven guidance, enabling smarter pricing and sales decisions across the business to help companies make their numbers. Zilliant

applications are built on our optimization platform, leveraging a company's data, to provide insights on pricing and sales that grow the top and bottom line. Our flexible SaaS model enables customers to quickly and confidently improve their financial performance by integrating into existing systems and processes. Learn more about how Zilliant helps companies price more profitably and sell more effectively at our website: **www.zilliant.com**



| | | |
|--|---------------------|-----------------|
| Option 1 — Fall 2013 Conference ONLY | \$ 1,995 Non-Member | \$ 1,695 Member |
| Option 2 — Fall 2013 Conference + 1-Day Workshop or Executive Summit | \$ 2,895 Non-Member | \$ 2,595 Member |
| Option 3 — Fall 2013 Conference + 2-Day Workshop | \$ 3,595 Non-Member | \$ 3,295 Member |
| Option 4 — Fall 2013 Conference + Two 1-Day Workshops (1 may be the Exec. Summit) | \$ 3,595 Non-Member | \$ 3,295 Member |
| Option 5 — Fall 2013 Conference + 2 Workshops + Online CPP Bundle | \$ 5,895 Non-Member | \$ 5,595 Member |
| Option 6 — Fall 2013 Conference + 1 workshop + Online CPP Bundle | \$ 5,095 Non-Member | \$ 4,795 Member |
| Option 7 — Fall 2013 2-Day Workshop ONLY | \$ 2,195 Non-Member | \$ 1,895 Member |
| Option 8 — Fall 2013 Two 1-day Workshops (1 may be the Executive Summit) | \$ 2,195 Non-Member | \$ 1,895 Member |
| Option 9 — Fall 2013 1-Day Workshop or Executive Summit ONLY | \$ 1,695 Non-Member | \$ 1,395 Member |

For Early Bird Rates please visit www.pricingsociety.com/ATL2013 and click on "Register Now"

Included with your registration:

- ▶ All Conference attendees will receive a USB of all conference presentations.
- ▶ A fully loaded conference App will also be available to all attendees. The App works on iPhone, iPad, Android, Windows and BlackBerry devices.
- ▶ Breakfast, refreshments and lunch are served during Workshops & Conference days.
- ▶ All Conference participants are invited to our Conference Reception on October 24, 2013.
- ▶ **4th Attendee Free** – When 3 people register from the same firm at the same time, a 4th person may register for the conference free of charge.
- ▶ **PPS Member Discount** – For active Professional Pricing Society members. When registering several people at the Member rate, please make sure that you have one of the Corporate Membership plans to receive discounts for everyone. Single Annual Membership in PPS is \$400. The Corporate 5 Member plan is \$1000; Corporate 10 Member plan is \$1500; Corporate 20 plan is \$2500 and the Corporate 100 plan is \$5000.

Free Online Pricing Course for Workshop Attendees

PPS offers one (1) Complimentary Online Pricing Course to all Workshop attendees, regardless of the number of workshops attended. Only workshop attendees that complete and pass the post-workshop Quiz are eligible to receive this offer.

Explanation of Options and Prices:

- ▶ **Option 1 — Conference Only:** With this option you can join us for the 2 Conference days only on October 24th and 25th, 2013.
- ▶ **Option 2 — Conference + 1-Day Workshop (or Executive Summit):** Includes one of the 1-Day CPP Workshops on October 22nd or October 23rd, 2013 and the PPS Conference on October 24th and 25th, 2013 for more flexibility and maximum benefit to you.
- ▶ **Option 3 — Conference + 2-Day Workshop:** Includes one of the 2-day CPP Workshops on October 22nd and October 23rd as well as the PPS Conference on October 24th and 25th, 2013.
- ▶ **Option 4 — Conference + 2 One-Day Workshops (1 may be Executive Summit):** Includes a 1-day workshop on October 22nd and another 1-day workshop on October 23rd and the PPS Conference on October 24th and 25th, 2013
- ▶ **Option 5 or Option 6 — Conference + Online CPP Bundle:** The best of both worlds! This package is designed to get your CPP certification quickly without having to rely on subsequent budget approvals. The Package will allow you the opportunity to earn 6 CPP Credits. You will receive the Full Conference package including a Workshop of your choice on October 22nd or October 23rd, a FREE Online Pricing Course, plus 4 additional Online Pricing Courses of your choice, as well as the CPP Certification Exam package - which includes the complete study guide, online study sessions and extra reading materials.

Payments, Substitutions and Cancellations:

Payment should be made by check or credit card, or online at www.pricingsociety.com. Checks must be received by September 27th, 2013 and should be made payable to "Professional Pricing Society." You may substitute attendees at any time prior to the start of the conference with no penalty. You may cancel by September 27th, 2013 and receive a refund, minus a 20% administration fee.

Housing Information: The wonderful **Loews Hotel, Atlanta** is the host for the 24th Annual PPS Fall Pricing Conference. When reserving your room you must mention that you are attending the PPS Fall Pricing Conference to receive our discount.

You should make your reservations directly with the hotel at **1-888-563-9736**. The Loews is located at 1065 Peachtree Street, Atlanta, Georgia 30309 or use the link provided for this purpose at the PPS Website: www.pricingsociety.com/ATL2013.

The Loews Hotel, Atlanta will only hold the PPS block of rooms until September 27th, 2013, that is three weeks before the conference begins. We advise that you reserve your hotel room when you register for the conference or even before, if you are fairly certain that you will be attending.





Also Please Route:

- VP/Director Marketing
- VP/Director/Manager of Pricing
- Product/Market Manager
- President/General Manager ATTENTION MAILROOM:

If undeliverable to addressee, please forward to one of the departments on the route slip.

ATTENTION MAILROOM:
If undeliverable to addressee, please forward to one of the departments on the route slip. (Lower left boxes)

24th Annual Fall Pricing Workshops & Conference Registration Please complete and submit 1 form per registrant.

Registrant Name _____ Title _____

Organization _____

Address _____ City _____ State/Province _____

Country _____ Zip/IPC _____ Phone _____ E-mail _____

Please select your Conference/Workshop option:

| | | |
|--|---------------------|-----------------|
| <input type="checkbox"/> Option 1 — Fall 2013 Conference ONLY | \$ 1,995 Non-Member | \$ 1,695 Member |
| <input type="checkbox"/> Option 2 — Fall 2013 Conference + 1-Day Workshop or Executive Summit | \$ 2,895 Non-Member | \$ 2,595 Member |
| <input type="checkbox"/> Option 3 — Fall 2013 Conference + 2-Day Workshop | \$ 3,595 Non-Member | \$ 3,295 Member |
| <input type="checkbox"/> Option 4 — Fall 2013 Conference + Two 1-Day Workshops (1 may be the Exec. Summit) | \$ 3,595 Non-Member | \$ 3,295 Member |
| <input type="checkbox"/> Option 5 — Fall 2013 Conference + 2 Workshops + Online CPP Bundle | \$ 5,895 Non-Member | \$ 5,595 Member |
| <input type="checkbox"/> Option 6 — Fall 2013 Conference + 1 workshop + Online CPP Bundle | \$ 5,095 Non-Member | \$ 4,795 Member |
| <input type="checkbox"/> Option 7 — Fall 2013 2-Day Workshop ONLY | \$ 2,195 Non-Member | \$ 1,895 Member |
| <input type="checkbox"/> Option 8 — Fall 2013 Two 1-day Workshops (1 may be the Executive Summit) | \$ 2,195 Non-Member | \$ 1,895 Member |
| <input type="checkbox"/> Option 9 — Fall 2013 1-Day Workshop or Executive Summit ONLY | \$ 1,695 Non-Member | \$ 1,395 Member |

REMEMBER: The 4th Attendee is Free!

When three people register from the same firm at the same time, a 4th person may register for the conference free of charge. Simply duplicate this form when submitting multiple registrants.

Please select the workshop(s) you wish to attend:

2-DAY, OCTOBER 22ND - OCTOBER 23RD WORKSHOPS:

- WS1 • Core Pricing Skills** with Dr. Kent B. Monroe and Lillian L. Cheng
- WS2 • Measuring and Managing Pricing Effectiveness** with Paul Hunt and Greg Thomas

1-DAY, OCTOBER 22ND WORKSHOPS

- WS3 • Not-So-Big Data: Playing Like The Big Data Guys** with Vernon Lennon and Alain Meloche
- WS4 • Measuring Value and Reporting Performance** with Jeff Colins, Ph.D. and Caleb Jones
- WS5 • Practitioner's Guide to Communicating Value and Defending Price** with Omar Hoda and Manish Prabhu

1-DAY, OCTOBER 23RD WORKSHOPS

- WS6 • Quantifying and Documenting Value in Business Markets** with Andreas Hinterhuber, Ph.D.
- WS7 • The Perfect Storm: Selling and Pricing in the Age of Healthcare Reform** with Christopher Provines
- WS8 • Negotiating with Backbone** with Nelson Hyde
- WS9 • Making Pricing Work in B2B Industries** with Deepak Sharma and Adam Echter
- WS10 • Pricing Research: Advanced Quantitative Techniques for Big Data and Surveys** with Walter Packowski, Ph.D.
- WS11 • Effective Transaction Price Management: Unlocking Pricing Value for Your Organization** with Robert Marvin and Anton Malygin
- P4E12 • Pricing For Executives Summit**

Special Needs: If you or someone in your group has special needs please check below:

- Disability (specify) _____ (visual, hearing, mobility)
- Dietary restrictions: Vegetarian _____ Kosher _____ Other _____

MAIL TO: Natosha M^cNeal, Registrar, Professional Pricing Society,
3535 Roswell Road, Suite 59, Marietta, Georgia 30062 USA

PHONE: +1.770.509.9933 **FAX:** +1.770.509.1963

INTERNET: www.pricingsociety.com/ATL2013

EMAIL: Natosha M^cNeal, Registrar, Natosha@pricingsociety.com

PAYMENT: Payment enclosed Bill my Organization

AMEX Visa MasterCard Discover

Credit Card # _____

Expiration date (MM/YY) _____