

# Pricing is on Target!

**18th Annual  
Fall Conference  
Orlando, Florida**

***The Hilton, located in the  
WALT DISNEY WORLD® Resort***

***CPP Certified Workshops:  
October 24, 2007***

***PPS Fall Conference:  
October 25-26, 2007***





## Pricing is **ON TARGET!**

The theme of The Professional Pricing Society's 18th Annual Fall Conference is **"Pricing is on Target"**; and, boy, is that the truth. PPS is proud to help ensure this important discipline plays an ever more critical role in the success of businesses around the globe.

The mission of PPS is to show firms how to integrate pricing into every facet of their operations and strategic planning. Through our seminars, publications and conferences we draw on the expertise of top industry professionals to show companies how to build up internal expertise

in pricing, to apply key concepts to their business and to ensure the organization-wide implementation of best pricing practices to guarantee success. PPS's broad membership includes some of the largest firms in the world, as well as smaller companies. Over the past 24 years PPS has come to support pricers 24 hours a day, 365 days a year through its many activities and comprehensive knowledge database.

The 18th Annual Fall Conference in Orlando will start on Wednesday, October 24, 2007 with five, one-day Certified Workshops taught by leaders in the pricing profession. Even if you do not plan on getting your Certified Pricing Professional designation, these workshops still offer an outstanding opportunity to stay on top of the best new ideas in pricing.

Our outstanding lineup of speakers will begin on October 25, 2007 with a general session **"Pricing With Confidence"** presented by **Reed Holden**, Founder of Holden Advisors. He will be followed by another giant in the pricing community, **Herman Simon**, Founder and Chairman of Simon-Kucher & Partners, who will speak on **"Manage for Profit, Not for Market Share."** **Rafi Mohammed**, Founder of Culture of Profit, will round out our open general session with a talk on how to **"Elevate Your Pricing from Good to Great."**

The remainder of the conference includes 18 breakout talks by senior industry practitioners and leading pricing experts. They will share case studies and insights to help you manage your pricing function, as well as offer you the best new thinking on pricing implementation, methodology, policy, and management guidelines.

Networking is important to PPS, and our conference is also designed to give you plenty of time to benchmark with peers, catch up with old friends in the field and meet many other pricing professionals for the first time.

No matter where you are in the pricing function — at the beginning of the process, or a seasoned professional — you will have the opportunity to join your peers at the largest pricing conference ever held in the world and enjoy a profoundly valuable learning and networking experience.

See you in Orlando!

**Eric Mitchell**

*President, Professional Pricing Society*



### THE PPS EXECUTIVE TEAM, l-r:

**Dennis Bickle**  
VP of Marketing and  
Certification

**Chris Buckingham**  
Director of Sponsor  
Relations

**Denise Haesler**  
Chief Technical Officer

**Eric Mitchell**  
President

**Katrese Phelps**  
Director of Membership

**Kevin Mitchell**  
Chief Financial Officer



# Join us!

## **Professional Pricing Society (PPS): The Home of Pricing...**

- ◆ The PPS mission is to help firms who are starting to focus on the Pricing Arena but do not know how, where or with whom to start — PPS gets you started.
- ◆ PPS helps firms who have started, and now want to better benchmark, build up the Pricing function and deploy today's best strategies, tactics and technology.
- ◆ The central resource of current and cutting edge pricing knowledge can be found at [www.pricingsociety.com](http://www.pricingsociety.com).

The PPS website is an outstanding resource for members and guests, where you can also post or review current pricing job opportunities.

PPS is the only association that supports price decision makers and price management personnel from a wide variety of industries in over 50 countries. Our members number approximately 3,000 representing all leading industries worldwide.



### **Our New Attendee-Only Networking Site — an Exclusive PPS Conference Feature**

Networking is important to PPS, and our conference is designed with enhanced networking capabilities, both during the event and even before you arrive. PPS has designed an exclusive Conference Attendee-Only site, an online forum providing opportunities for you to connect with your peers, old friends, speakers and sponsors. The site will be launched in advance of the Conference and is dedicated to enhancing the networking experience of those interested in pricing and who register for our PPS 2007 Fall Conference. Look for more information with your registration materials.

## **Table of Contents**

About the Professional Pricing Society .....	3
Training & Certification and the Certified Pricing Professional Designation.....	4
Pre-Conference Pricing Workshops .....	5-9
Meeting at a Glance.....	10-11
Detailed Conference Agenda.....	12-16
FAQ .....	17
Member List.....	18-19
Detailed Conference Agenda.....	20-23
Pricing Technology and Expert Sponsors.....	24-26
Conference Fee, Hotel and Logistics Information.....	27
Registration Form .....	28



## Training and Certification

The **Certified Pricing Professional** designation (CPP) is a multi-stage training curriculum designed to support, educate and elevate the pricing professional.

Pricing Management continues to grow in importance for today's corporations. As the only organization that exclusively supports pricers, The Professional Pricing Society has developed a certification program that will offer state of the art training for people new to pricing and advance courses for the experienced pricer.

- All the essentials needed for career advancement and increased earnings

If you attended the Atlanta Conference in April you would have seen the Charter Class of Certified Pricing Professionals. Ten of your fellow pricers completed all of the requirements and passed the final exam.

### Requirements for the Certified Pricing Professional Program

There are two requirements for the Certified Pricing Professional (CPP) Designation:

1. Earn 6 Credits by attending PPS Workshops and passing the follow-up test.
2. Study and pass the CPP Test to receive your Designation.

Courses can be taken in any order. PPS will continue to expand our course offerings. We do designate our courses as either Core or Advanced/Industry Specific. This will help you decide which course is best for your career development. The Core courses are broad in subject and apply to all industries where as the Advance/Industry Specific courses are very targeted into one area or industry of pricing. New pricers should start with Core courses and progress to Advanced/Industry specific courses.

For more information about the Certified Pricing Professional program please visit the PPS website: **[www.pricingsociety.com](http://www.pricingsociety.com)** and click on CPP/Training.

***Stay on Target  
to get your CPP and  
join us in Orlando!***

### Certified Pricing Professional (CPP) Charter Class



#### TOP ROW, l-r:

**Daniel Cousins,**  
The Stanley Works

**Robert Smith,**  
Eastman Chemical Co.

**Dante Bellizzi,**  
DHL

**Michael Furr,**  
Charlotte Pipe &  
Foundry Co.

**Jess Green,**  
Comdata Corp.

#### BOTTOM ROW:

**Mike Nokolich,**  
Manheim

**Tamara Stroud,**  
John Harland Co.

**Trudy Tai,**  
Seagate Technology

**Mark Gaines,**  
Bob Barker Co.

**Glenn Rothburd,**  
Standard & Poor's

Pricers with the CPP designation will not only have a working understanding of pricing strategies and techniques but also have training specific pricing issues unique to their industry. We will accomplish this with a broad curriculum taught by leaders in the pricing profession followed by rigorous testing.

### Benefits Of The CPP Program:

You will be a pricing expert who knows:

- How to boost profitability through pricing
- How to effectively and efficiently manage a worldwide pricing organization
- How to coordinate and integrate key activities which increase profits through effective pricing throughout your organization

**Post Workshop Celebration:** All workshop participants are invited to our spectacular Wednesday Evening Celebration. Sponsored by **Deloitte**.

**Deloitte.**



# Core Skills Workshop: The Strategy & Tactics of Pricing

## The Fundamentals of Value-based Pricing Strategy

### About this Core Skills Workshop

Pricing strategy is more important and more valuable to businesses today than ever before, yet most organizations continue to manage pricing in tactical and reactive ways that contribute to lost profits and, far worse, to damaging long-term business impact. To sustain growth and profits in today's economy, pricing strategy must go beyond simply setting prices. This highly interactive one-day program introduces industry-leading approaches to managing pricing as a strategic capability.

Attendees will take-away skills to diagnose challenging pricing problems and gain experience with a complete tool set for developing value-based pricing strategies.

### The program will prepare attendees to:

- Employ best-practice data collection techniques to identify the drivers of customer value
- Quantify differential economic value using Economic Value Estimation (EVE®) techniques
- Develop clear value propositions for product and service line extensions with the Offering Configuration tool
- Drive profitable revenue growth through value-based price segmentation techniques

### The program will address tough pricing questions for attendees such as:

- How to deal with the emergence of powerful procurement groups that are expert at negotiating aggressive price concessions
- How to respond to increasingly rapid product commoditization that encourages customers to demand more value for less money
- What to do about competitors who have emerged with new business models and lower costs that undermine your value proposition



#### PRESENTER:

#### **Elliott Yama**

*Director of Pricing Education, Strategic Pricing Group, A Member of Monitor Group*

Elliott Yama is the Director of Pricing Education with Strategic Pricing Group

and is responsible for managing executive education and consulting projects. Focused on helping clients to transition to value-based pricing, Elliott has deep industry experience in manufacturing and services. He is a frequent speaker on the practical application of value-based pricing. Elliott is a graduate of Boston University's Graduate School of Management.



## AGENDA

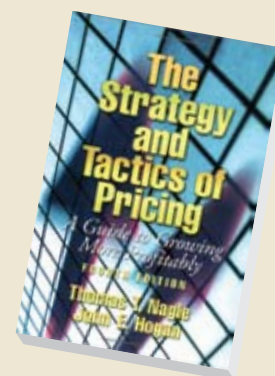
Wednesday,  
October 24, 2007

8:00 a.m.  
Breakfast / Registration

9:00 a.m. – 12 Noon  
Morning Session

12 Noon –  
Lunch

1:00 – 4:00 p.m. –  
Afternoon Session



### INCLUDED FREE WITH THIS COURSE:

This course is based on key concepts from the #1 best selling pricing book: *The Strategies and Tactics of Pricing*, 4th edition by Tom Nagle and John Hogan.

For those working toward the full Certified Pricing Professional designation, this course counts as  
**ONE CREDIT.**

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*“PPS Conferences are the only place on earth I can find other professionals struggling with the same challenges I face every day. Attending is essential as a professional Pricer and the company I work for requires the best possible pricing decisions, processes, and programs.”*

Rob Stephenson,  
Manager, Pricing  
Adjudication, ScotiaBank



For those working toward the full Certified Pricing Professional designation, this course counts as **ONE CREDIT.**

# Core Skills Workshop: The Keys to Unlocking Your Organization's Pricing Potential

## About this Core Skills Workshop

- How the discipline of change management applies to the creation of a World Class Pricing Organization
- How to achieve the highest levels of pricing excellence
- How companies can overcome roadblocks on their journey to world class performance through the application of the principles of change management

The session will focus on the five levels of pricing excellence as shown on the diagram below. By the end of the session you will have a clear idea of what level you are at and the steps required to take your company to World Class.

## Introduction to World Class Pricing

### Level 1: The Firefighter — Responding to Crisis

- Breaking the cycle of crisis management
- How to change your role
- Applying some basic analytics

### Level 2: The Policeman — Gaining Control of Pricing

- Effective discounting policies and practices
- Aligning incentives with effective pricing
- How to manage and measure pricing effectiveness

### Level 3: The Partner — Developing Pricing Strategy

- Establishing a value-based price
- How to keep the sales team selling value instead of price

- Measuring the trade-off between quality and price
- Pricing to different customer segments
- Effective competitive pricing

### Level 4: The Artist — Optimizing Pricing

- Optimizing price elasticity
- Building effective pricing structures
- Segmenting based on value
- Bundling & unbundling for maximum profits and market share

### Level 5: The Master — Achieving World Class

- The culture of world class pricers
- Making pricing a “strategic advantage”



PRESENTER:

**Paul S. Hunt**

President of Pricing Solutions

Paul Hunt is a leading consultant in the field of pricing strategy. Over the past 18 years Paul has focused on pricing and has conducted over 500 engagements that have delivered more than 1 billion dollars worth of value.

Paul works extensively in both B2B and B2C and has cross pollinated best practices across the two business models that have lead to significant returns for his clients.

## Industry/Advanced Workshop: Pricing Organization Transformation

### About this Industry/Advanced Workshop

As a pricing Practitioner you already know the steps required to get to the right price. Yet, despite demonstrating the tremendous benefits with your pricing and profit analyses, you realize your firm is not fully committed yet. You will encounter organizational roadblocks that prevent effective price management practices from taking hold. Why?

Achieving true Pricing Transformation requires the alignment of a diverse set of functions across the organization such as Sales, Marketing, IT, Finance and HR and a focused organizational alignment effort. This workshop will outline a framework for understanding and analyzing these organizational roadblocks and will equip pricing practitioners with best practices and tools to address them. As a result, you will accomplish the cultural changes necessary for more profitable price management.

### At This Workshop You Will Learn How To:

- Incorporate the “People Dimension Of Pricing Management” framework and how to apply it successfully to your organization
- Diagnose, analyze and prioritize the key drivers and restrainers of achieving the cultural changes required to support pricing
- Deploy best practices and tools which are most effective in driving organizational change
- Implement your plans for pricing leadership, alignment and commitment
- Properly align your pricing function with your firms’ human resource and cultural practices

### Key Topics Covered In This Workshop Are:

- The essential elements you need to accomplish organizational alignment

- How to realistically assess your organization’s readiness for pricing changes
- Best practices in making your pricing changes “stick”
- The crucial role of obtaining leadership alignment and commitment to pricing
- How to obtain user adoption of your pricing systems and processes
- The correct way to build a pricing training program internally
- How to communicate successfully throughout the organization on price
- How to structure the firm with clearly defined roles, responsibilities and accountability
- The best ways to grow your pricing talent and show them positive pricing career paths
- Why you must optimize performance and pay measures, in order to acquire pricing discipline



#### PRESENTER:

#### Larry Montan

Director, Deloitte Consulting’s Pricing Center of Excellence

Larry has served over 24 years working with sales and marketing organizations in areas of customer profitability, pricing and sales, and marketing effectiveness.



#### PRESENTER:

#### Jia Li Moore

Manager, Deloitte Consulting’s Human Capital Practice

Jia Li has over 8 years experience consulting to organizations in the areas of change management, communications and training.

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Afternoon Session



*“Strong content. Presenters were very experienced in pricing, could answer questions comfortably. Confirmed pricing strategies that I had learned through doing.”*

Jason Covitz  
Manager, Pricing  
Intelligence & Analysis,  
EDS

For those working toward the full Certified Pricing Professional designation, this course counts as  
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*“Through the Certified Pricing Professional curriculum, I have broadened my pricing understanding in areas I might not traditionally have the chance to touch in my day-to-day. This has benefited me greatly and helped me to look and act outside of the box, which is crucial in our industry.”*

Dante Bellizzi, CPP  
Strategic Pricing  
Manager, DHL

For those working toward the full Certified Pricing Professional designation, this course counts as **ONE CREDIT.**

# Industry/Advanced Workshop: Customer Value Accounting for Value Based Pricing

## About this Industry/Advanced Workshop

In this action-learning seminar/workshop, individual pricing specialists and product-line teams combine customer value data from different sources to understand, explain, communicate, and capture more of the added value of their products versus competing products. Product teams learn to appraise the worth of their offering's performance differences versus each key competitor on each key buying factor that counts when attracting and retaining targeted customers.

## Seminar/Workshop Content

### Customer-Perceived Value Concepts, Techniques, and Tools

- Customer Value Trees reveal the conceptual structure — from the individual attributes that drive value in a product-market segment, to the dimensions of customer-perceived value (product, service, relationship, brand affinity, product-price, other costs-in-use), to the overall value of the performance benefit to the customer for the price paid
- Market Profile Templates help you to get all the data required for a customer value & pricing analysis (perceived performance scores from market surveys, monetary prices from market intelligence, and market-share trends from industry analysts) in one place
- Customer Value Maps help you to set prices based on the value or worth of your products relative to competing products, while knowing your unit costs

### Value, Price, and Market-Share Dynamics

- Data on actual market-share trends enable LOB teams to reality-test market-share change implications implied by their performance, price, and cost-in-use data
- Managing relative perceived value and setting prices to earn market-share gains and price premiums
- Understanding, creating, delivering — and profitably harvesting — customer-perceived value

### Participants will learn to:

- Apply these new insights to improve the positioning of current products develop new products
- Shift from cost-plus pricing toward value-based pricing
- Craft refined value propositions
- Develop value-selling kits
- Align marketing communications to emphasize their product's comparative advantages, and to correct misperceptions in the market

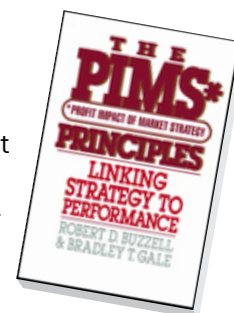


PRESENTER:

**Dr. Bradley Gale**

Founder and President of Customer Value, Inc.

Previously he was research director of the PIMS (Profit Impact of Market Strategy) Program and then managing director of the Strategic Planning Institute, a marketing strategy consulting firm that manages the PIMS competitive strategy database of information on business units. He is co-author of **The PIMS Principles – Linking Strategy to Performance.**





## Industry/Advanced Workshop: Business to Business Pricing

### About this Industry/Advanced Workshop

This interactive workshop is designed for both beginners and advanced practitioners with a thought-provoking and thorough grounding on the essentials of successful B2B pricing. To make this training “stick”, the workshop will go heavy on practical examples, short exercises, and tools and approaches you can apply as soon as you return to your office.

Successful B2B pricing is about understanding **tradeoffs**, **setting priorities**, and **creating a realistic platform for execution**. This workshop will lead you through each of those areas, step by step.

### Understanding trade-offs: How to find your way

#### Key topics in this section include:

- Market definition
- Competitive advantage
- Segmentation
- Root cause analysis

Everyone would like to “understand value” and “raise prices”. But those are just platitudes unless you can appreciate why previous efforts have fallen short, how to identify and assess new opportunities, and what pricing structures and levels allow you to capitalize on them.

### Setting priorities: How to pick your battles

#### Key topics in this section include:

- Pricing strategy
- Competitive strategy
- Incentives
- Approval and escalation procedures

You will learn how to prioritize the opportunities you defined in the first section. That means understanding competitive response and price contamination. But sometimes your fiercest battles are internal, when an out-of-control approval process undermines your company’s ability to price profitably. This section offers ways to get those processes under control.

### Turning analysis into action

Q: What’s the true test of how good your pricing process is?

A: Whether it actually gets used, not abused. As someone responsible for B2B pricing, you need to get sales, marketing, and management to act on your plans. This third and final section will offer guidance on improving your chances for a successful implementation.

This workshop will provide you a robust basis for making incremental, sustainable, and profitable improvements to the way you and your company set and implement prices.



PRESENTER:

**Frank Luby**

*Partner, Simon-Kucher & Partners*

Frank Luby is a partner in the Boston office of Simon-Kucher & Partners (SKP).

Together with SKP partners Hermann Simon and Frank Bilstein, he co-wrote the book ***Manage for Profit, Not for Market Share***, published by Harvard Business School Press in 2006. Frank has published several commentaries on pricing and marketing in *The Wall Street Journal*, *Financial Times*, and *The Journal of Professional Pricing*, and his views on pricing have been cited in publications such as *The Washington Post*, *CNN-Money*, and *Advertising Age*.



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Afternoon Session



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# At a glance...

## General Sessions THURSDAY, OCTOBER 25, MORNING – Pages 12 & 13

7:00 a.m.	<b>Registration / Breakfast</b>	
8:00 a.m.	<b>Welcome and Networking</b>	<i>Eric Mitchell, President, Professional Pricing Society</i>
8:15 a.m.	<b>Pricing With Confidence: An Introduction</b>	<i>Dr. Reed Holden, Co-author of the forthcoming book: "Pricing with Confidence: Ten Rules to Stop Leaving Money on the Table"</i>
9:15 a.m.	<b>Networking Break/Sponsor Hall and Bookstore Open</b>	
10:00 a.m.	<b>Manage for Profit, Not for Market Share: How Power Pricing Makes That Possible</b>	<i>Hermann Simon, Author of the bestseller "Hidden Champions"; Co-author of "Pricing Power" and "Manage for Profit, Not for Market Share"</i>
11:00 a.m.	<b>Elevate Your Pricing from Good to Great: The Role of Strategy in Value Pricing</b>	<i>Rafi Mohammed, Ph.D., Bestselling author of "The Art of Pricing: How to Find the Hidden Profits to Grow Your Business"</i>
12:00 p.m.	<b>Lunch</b>	

## Breakout Tracks THURSDAY, OCTOBER 25, AFTERNOON – Pages 14-16

	<b>PRICING ORGANIZATION TRACK</b>	<b>PRICING PRACTITIONER TRACK</b>	<b>PRICING STRATEGY TRACK</b>
1:00 p.m.	<b>Running the Pricing Database Obstacle Course</b> <i>Duane A. Leffel, Director, Pricing Strategy &amp; Analysis, Nissan North America</i>	<b>Price Capability Development: Driving A Commitment To Success</b> <i>Andrew Rojeski, Senior Director of Strategy, Tyson Foods, Inc.</i>	<b>Sustainable Pricing and Profitability Optimization in Process Industries</b> <i>James Bogues, Pricing and Profitability Optimization, Accenture</i>
2:00 p.m.	<b>NETWORKING BREAK/SPONSORSHIP HALL AND BOOKSTORE OPEN</b>		
2:30 p.m.	<b>Applying Six Sigma to Drive Improved Pricing Performance</b> <i>Robert D. Smith, Certified Pricing Professional (CPP, Charter Class); Director of Pricing, PCIBO, Eastman Chemical Company</i>	<b>Pricing Management – The Role of Kaizen in Pricing</b> <i>Phillip Yieh, Director, Revenue Management, Pepsi-Cola International</i>	<b>Is Your Pricing Solution Sustainable?</b> <i>Jon Utterback, Senior Manager, Deloitte Pricing Center of Excellence</i>
	<b>5 MINUTE BREAK</b>		
3:35 p.m.	<b>Organizational Roadblocks to Pricing: What Practitioners Report As Their Biggest Internal Headaches</b> <i>Richard Lancioni, Head of the Marketing Department, Temple University</i>	<b>How to Standardize Your Pricing Exceptions</b> <i>Julie Eastman, Director, Pricing &amp; Contract Management, Ceridian</i>	<b>New Product Pricing: Three Steps to Improving the Odds of Success</b> <i>Steve Haggett, Market Manager, Holden Advisors</i>
4:35 p.m.	<b>SPONSOR HALL OPEN AND INFORMAL NETWORKING SESSION</b>		
6:00 p.m.	<b>PPS GALA RECEPTION</b>		

# Breakout Tracks FRIDAY, OCTOBER 26, MORNING – Pages 20-22

	PRICING ORGANIZATION TRACK	MEASURING ANALYTICS TRACK	PRICING STRATEGY TRACK
7:00 a.m.	BREAKFAST		
8:00 a.m.	<b>Lean Pricing: A Systematic Approach to Change Management</b> <i>Adrienne Gordon, Director of Pricing, American Greetings Corporation</i>	<b>Using Pricing Analytics to Amplify Your Voice at the Strategy Table</b> <i>Jim Saunders, Partner, Pricing Solutions, Ltd.</i>	<b>Lifecycle Pricing — For Parts or Accessory Offerings</b> <i>Stephen Nyquist, Senior Manager, Deloitte Pricing Center of Excellence</i>
9:00 a.m.	NETWORKING BREAK/SPONSORSHIP HALL AND BOOKSTORE OPEN		
9:45 a.m.	<b>Enhancing Visibility into your Pricing Function - Best Practices from a Pricing Practitioner</b> <i>David Hass, Managing Director of Strategic Pricing, Service Corporation International</i>	<b>Bringing Science to the Art of Pricing: Use the Power Within</b> <i>Ryan White, Managing Partner, Price for Profit</i>	<b>Implementing Value-Based Pricing Strategies in Business Markets: Guidelines For Overcoming The Obstacles</b> <i>Dr. Andreas Hinterhuber, Hinterhuber &amp; Partners (Austria) and Professor, Tsinghua University (China)</i>
	5 MINUTE BREAK		
10:50 a.m.	<b>Making it Real: Driving Strategic Change in Pricing</b> <i>Tim Matanovich, Vice President Strategic Pricing &amp; Value, The TriZetto Group</i>	<b>Using Price to Grey Market Growth</b> <i>Frederico Zornig, Partner, Quantiz Consultoria Ltda Brazil</i>	<b>Commoditization: Taking a Leadership Role in Reversing the Trend</b> <i>Chris D'Alfonso, Global Account Manager, Monitor Group</i>
11:50 a.m.	LUNCH		

# General Sessions FRIDAY, OCTOBER 26, AFTERNOON – Pages 23 & 24

12:50 p.m.	<b>The Impact of Pricing Beyond the Pricing Team</b> <i>Laura Preslan, Worldwide Director for Sales, Marketing, and Service Technologies, Microsoft</i>
1:50 p.m.	<b>Global Pricing Transformations — The Emotional, Political and Rational Aspects of Getting to Results</b> <i>Tom Jacobson, Senior Executive-Pricing &amp; Profit Optimization, Accenture</i>
2:50 p.m.	<b>Conference Close</b>

*“The PPS team did an excellent job organizing and executing the PPS Spring Conference. I have been attending the PPS Conferences for the last several years and it is always “First Class” in every detail and continues to improve every year. Kudos to the PPS Team!”*

*Brian Shea, Canada Post Corporation  
General Manager of Price Strategy*





# General Sessions

THURSDAY, October 25, 2007 • 8:00 AM – 12:00 PM

7:00 AM

## Registration / Breakfast

8:00 AM

## Welcome and Networking

Eric Mitchell, President, Professional Pricing Society

8:15 AM

## Pricing With Confidence: An Introduction

Speaker: Dr. Reed Holden, Founder of Holden Advisors



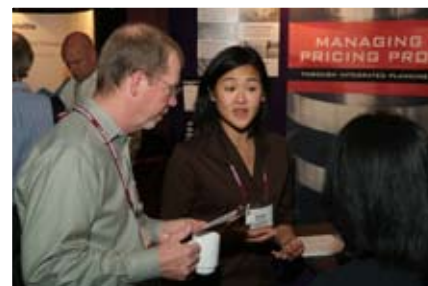
Professional Pricers know that the biggest challenge they face isn't coming up with the right price, it's coming up with the right process to implement and support their prices. Their key challenge is to give confidence to salespeople and managers that the "price is right". Confidence in pricing comes from an understanding of the value of products and services. Improvements in pricing process come from an understanding of how current discounting habits undermine the profits and sales of the firm.

In this keynote kickoff presentation, Dr. Reed Holden will introduce cornerstone strategies from his forthcoming 2008 book: **Pricing with Confidence: Ten Rules to Stop Leaving Money on the Table** (with Mark Burton). Dr. Holden will discuss how the real problems that pricing professionals face formed the foundation for his book and highlight his first rule: **Replace the Discounting Habit with a Little Arrogance** where he makes the following points:

- ◆ If don't think you can control price discounts, you're right
- ◆ Understand who gets and gives discounts
- ◆ Be willing to fire your unprofitable customers
- ◆ Are your price discounts that effective?
- ◆ The biggest test is putting a stake in the ground
- ◆ All you need is arrogance — just a little

9:15 AM

## Networking Break/ Sponsor Hall and Bookstore Open



*"The Professional Pricing Society continues to push the envelop with refreshing intellectual content and assembles best in class practitioners sharing real-world approaches, helping my team take our performance to the next level."*

Harold Peck, Cardinal Health  
Vice President of Strategic Pricing

# General Sessions

THURSDAY, October 25, 2007 • 8:00 AM – 12:00 PM

10:00 AM

## Manage for Profit, Not for Market Share: How Power Pricing Makes That Possible

Speaker: Hermann Simon, Founder and Chairman of Simon-Kucher & Partners (SKP)



Improving the profit situation is still a vexing challenge for most companies, despite enormous cost-cutting efforts. All of you know, of course, that the revenue side of your business contains a vast pool of untapped profits, much like a reserve of energy waiting to be explored and exploited. Likewise, you know that pricing is your most powerful and effective way to accomplish that. So when senior management gives you the green light, how do you make the most of that opportunity?

In this inspiring and insightful presentation, Hermann Simon, the world-renowned expert on pricing, will draw on his decades of experience to make that process come to life. Rather than focus on theory and the “why” questions, the worldwide best-selling author of **Manage for Profit, Not For Market Share, Power Pricing**, and **Hidden Champions** will address the “how” questions.

He will offer a glimpse into his current, cutting-edge research:

- ◆ Setting and maintaining premium prices
- ◆ Beating back competitive threats without resorting to aggressive pricing
- ◆ Taking risks by introducing new pricing schemes



11:00 AM

## Elevate Your Pricing from Good to Great: The Role of Strategy in Value Pricing

Speaker: Rafi Mohammed, Ph.D.; Founder of Culture of Profit, LLC; Bestselling author of “The Art of Pricing: How to Find the Hidden Profits to Grow Your Business”



We all know that setting price to capture value is the foundation of every good pricing plan. The challenge of value pricing is in understanding that much like a snapshot of society, the potential customer base for any product (or service) is very diverse.

You already know that customer value for your product can range just about anywhere from low to high. However, your diverse customer base also may prefer to rent, lease, use during peak demand periods, own an interval share, or pay one price for “all you can eat.”

Given these diverse customer types, designing your value capturing price based on a “typical customer” guarantees leaving money on the table.

In his session, Rafi will show you how to take your pricing strategy from good to great by:

- ◆ Accommodating the differing pricing needs of your customers
- ◆ Designing a series of strategies to serve customers that have different valuations for your product or service
- ◆ Activating your “dormant customers” by introducing new pricing structures that better serve their needs
- ◆ Pricing for profits and growth using strategies that serve and capitalize on the largest possible customer base for your product



12:00 PM

Lunch

# Pricing Organization Track

THURSDAY, October 25, 2007 • 1:00 PM – 4:35 PM

1:00 PM

## Running the Pricing Database Obstacle Course

Speaker: Duane A. Leffel, Director, Pricing Strategy & Analysis, Nissan North America



Effective Pricing takes data and resources. One of the least understood resources is an effective database system to manage and report pricing data. The lack of good data can cost a company millions of dollars — but getting the data can also cost millions! So understanding how to build your own database and reporting system is as critical

as actually executing the plan to build one with a pricing software firm.

Recently, Nissan upgraded its pricing database from linked Access and Excel spreadsheet files to an automated reporting tool. But it took “8 years and was 4000% over plan”. Nissan endured a seemingly endless journey of obstacles which only now appears “to be seen in our rear view mirror”.

In this session, you will be able to profit from Nissan’s lessons learned. Dwayne will:

- ◆ Review the many obstacles Nissan’s Pricing Group encountered
- ◆ Review his list of recommended “do’s and don’ts” as you scope the project
- ◆ Show you the need for “vision beyond data”: i.e. the need for graphic reporting and future elasticity modeling
- ◆ Show you actual examples of Nissan’s end product

2:00 PM

## Networking Break/Sponsorship Hall and Bookstore Open

2:30 PM

## Applying Six Sigma to Drive Improved Pricing Performance

Speaker: Robert D. Smith, Certified Pricing Professional (CPP, Charter Class); Director of Pricing, PCIBO, Eastman Chemical Company



Six Sigma is a methodology that is readily applied in a manufacturing environment. Application to commercial processes, however has been more challenging; many feel that Six Sigma only offers a means to reduce costs.

However, Robert Smith will show from

Eastman Chemical’s experience how Six Sigma can be a significant revenue enhancement tool. In his presentation, he will guide you through Eastman Chemical’s journey with Six Sigma principles, into the world of pricing.

He will address the following topics and provide insight on:

- ◆ The importance of understanding your existing processes (or a lack of them)
- ◆ Identifying key areas to consider for six sigma pricing projects
- ◆ The importance of change management, discipline, and rigor
- ◆ How to create a culture which fosters adoption of six sigma processes

5 MINUTE BREAK

3:35 PM

## Organizational Roadblocks to Pricing: What Practitioners Report As Their Biggest Internal Headaches

Speaker: Richard Lancioni, Head of the Marketing Department, Temple University

Price management is more than just executing economics, strategy and tactics. It is impacted just as strongly as all internal political forces that shape a company’s pricing dynamics.

In a landmark survey, conducted by Temple University’s Marketing Department, Dick Lancioni and his team uncovered the day-to-day organizational headaches. He will show the pricing roadblocks typically erected by the various interfacing departments such as Finance, Sales Marketing and especially Senior Management.

His discoveries stem directly from a confidential survey conducted amongst 125 Fortune 1000 companies on pricing and organizational impediments. This survey has just been updated in 2007. Dick will also leave attendees with proven suggestions to overcoming these roadblocks, organization by organization.



4:35 PM

## Sponsor Hall Open and Informal Networking Session

6:00 PM

## PPS Gala Reception



THURSDAY, October 25, 2007 • 1:00 PM – 4:35 PM

1:00 PM

## Price Capability Development: Driving a Commitment to Success

Speaker: Andrew Rojeski, Senior Director of Strategy,  
Tyson Foods, Inc.



Developing a pricing capability is no easy task. It takes coordination across several functions and sustained commitment by senior management. Getting, and keeping, the right people involved is critical for success. But how can you make sure that pricing stays top of mind for your organization? There's no silver bullet; it requires a thoughtful approach to managing change, clear goals and objectives, and careful application of pricing tools and techniques. In this presentation, Andrew will share his hands-on experience developing a pricing capability.

### Attendees will:

- ◆ Discover practical techniques to get your organization excited about pricing
- ◆ Learn how to identify common roadblocks to developing a pricing capability
- ◆ Understand how to drive and keep pricing on the senior management agenda
- ◆ Create a vision for leading pricing capability

2:00 PM

## Networking Break/Sponsorship Hall and Bookstore Open

2:30 PM

## Pricing Management — The Role of Kaizen in Pricing

Speaker: Phillip Yieh, Director, Revenue Management,  
Pepsi-Cola International



Kaizen (or continuous improvement) has always been associated with manufacturing processes where statistical methodologies are utilized to streamline processes and drive customer satisfaction and reduction of waste. Many of the same techniques of Kaizen can be used for pricing excellence as well. This is a specially-

requested encore presentation of the outstanding talk Phillip delivered at the PPS Fall 2005 conference.

### Attendees will be able to understand:

- ◆ How to treat Strategy, Tactics & Execution holistically
- ◆ How continuous improvement plays into pricing and revenue growth
- ◆ How to build lessons learned into the process whenever historical data is available
- ◆ How to eliminate wasted discounts to improve profits

5 MINUTE BREAK

3:35 PM

## How to Standardize Your Pricing Exceptions

Speaker: Julie Eastman, Director, Pricing &  
Contract Management, Ceridian

Presentation will include a high level definition and speak to people/process/technologies on how to execute repeatable, standard exception practices.



### This session will address the following topics:

- ◆ Define scope of standard, exception and "special" pricing activities
- ◆ Develop standards for pricing exception activities including price increases, price concessions, discounting and special requests
- ◆ Provide a framework to execute exception practices including people, processes and technology
- ◆ How to implement metrics/dashboards to measure exception activities

4:35 PM

## Sponsor Hall Open and Informal Networking Session

6:00 PM

## PPS Gala Reception

*"I really enjoyed the opportunity to meet and network with like-minded individuals who understand the challenges that a pricing executive faces."*

Daniel Lee  
Director of Pricing  
Acklands-Grainger

# Pricing Strategy Track

THURSDAY, October 25, 2007 • 1:00 PM – 4:35 PM

1:00 PM

## Sustainable Pricing and Profitability Optimization in Process Industries

Speaker: James Bogues, Pricing and Profitability Optimization, Accenture



Chemicals, mill products and similar organizations are facing an increasingly competitive marketplace which is introducing downward margin pressures and uncertainty for many of their products and services. The current state of pricing and profitability management processes and capabilities across these businesses is making it difficult to understand and respond strategically to these market conditions. The implication of this situation is: increased downside risk to companies in these industries achieving profitable growth objectives.

This session will address how to leverage Pricing and Profitability Optimization capabilities to address these businesses' strategic challenges and to build sustainable, comprehensive and organization-wide improvements in business performance. The presentation will also cover the very real issues of deploying sustainable process improvements, associated enabling technologies, and related behavioral changes and showcase a number of specific chemicals, mill products and energy industry case studies.

2:00 PM

## Networking Break/Sponsorship Hall and Bookstore Open

2:30 PM

## Is Your Pricing Solution Sustainable?

Speaker: Jon Utterback, Senior Manager, Deloitte Pricing Center of Excellence



You've extracted, cleansed and loaded your pricing transaction data. You've defined pricing allocations to complete your pricing waterfall. You've defined pricing thresholds and target prices. Your pricing software solution is ready for deployment to your users. Is your organization ready to manage and sustain your new solution?

All too often, the answer to that question is an emphatic "no". Typically, the reasons are due to data management issues, poor change management and training, and poorly defined and poorly integrated business processes.

In this session, Jon will outline his Top 10 tips to build a repeatable, sustainable and high-performing pricing organization

through an integrated solution including software, processes and change management. He will provide you with real-life examples and best practices to demonstrate the impact that these techniques have on your pricing transformation.

5 MINUTE BREAK

3:35 PM

## New Product Pricing: Three Steps to Improving the Odds of Success

Speaker: Steve Haggett, Market Manager, Holden Advisors

Well over 50% of new product launches fail. Over half the time, all the money, energy, time – and careers – invested in new product development is wasted. But it's not a failure of technology that derails most efforts – it's a failure to really understand customer needs.

Determining the right price for an innovative new product can seem like a hit or miss proposition, but in this discussion Steve provides an analytical framework toward a specific quantitative price.

His three steps process will help improve your new product success rate are:

- ◆ Measure customer value — to yield a broad price range which matches the customer economic value to the customers gain
- ◆ Narrow the price range based on your position relative to alternatives
- ◆ Finalize the new product price range based on insights from the competitive dynamics of your market and the key drivers of adoption



4:35 PM

## Sponsor Hall Open and Informal Networking Session

6:00 PM

## PPS Gala Reception



# F.A.Q.

## **What is the Return on Investment (ROI) if I choose to come to Orlando this Fall?**

Well, first there is the important direct link of pricing to profits. You make that link by coming to Orlando to hear and talk to the best pricing consulting experts from the major firms around the world. They present their best tactics and strategies, which are the same core solutions that their clients pay thousands of dollars to get when on engagement.

With virtually all of the latest pricing tools being shown at PPS, you are able to shop and compare analytical, optimization, and implementation tools in person. The PPS conference is the only place where nearly all of the software companies come to share their latest pricing and revenue management solutions.

Most importantly, each PPS conference is the largest gathering of pricing professionals in the world. You are bound to pick up easily executable ideas that others have tried with success. You don't have to "re-invent the wheel in a silo" once you come participate, network and learn what really works in this profit sensitive field.

## **What is the difference between PPS and other pricing summits or institutes? Especially when they involve topics like Pricing Technology and Application Tools?**

PPS believes that continuous exposure to the latest in pricing technology is both valuable and essential for the serious pricer. But this knowledge transfer is only effective when it is delivered in a pressure-less and self-selection manner. So, when some events are promoted as some sort of institute or pricing summit program, most people are smart enough to detect when it is

really just a "sales event." Active PPS members everywhere have told us they strongly prefer not to be "sold to," especially since they are paying for it.

At PPS, we deliver technology knowledge in two pressure-free ways. First, we hold free, one-hour "Tools and Technology Webinars" year-round. In 2006, over 40 of these sessions were led by the best experts in pricing technology anywhere. Virtually all were evaluated quite high on effective pricing content and usable takeaway value. Secondly, at PPS conferences, we offer the largest "live tradeshow" venue of Pricing Software firms anywhere. But, and here is the difference, you, the attendee, choose whom you wish to see. And it doesn't interfere with the conference proceedings.

## **How do I take back all that I see and hear and do something constructive with it?**

PPS conferences provide attendees with a full manual and a CD of all presentations. This empowers you to create and customize your own individual synopsis of takeaway points on Profitable Pricing. You can immediately demonstrate your new ideas on how to price your products and services back at the office! The Conference CD is available only for attendees.

## **I need training in the field of pricing, but my company does not have a real training program for my development. How do I know which of the Certified Pricing Workshops is right for me?**

There are five (5) workshop choices this Fall. We have divided the workshops into **Core Skills** and **Advanced/Industry Specific**. We recommend that if you are new to pricing you start with Core Skills courses because they cover the basics of pricing and how to

maximize your pricing programs. As you progress in pricing you need to attend Advanced/Industry Specific workshops. These workshops focus on specific industries and/or pricing topics. We do not require a certain number of credits from each group but you do need to earn six (6) credits to take the final exam. We are offering two (2) Core Skills Workshops: **The Strategy & Tactics of Pricing** and **The Keys to Unlocking Your Organization's Pricing Potential** and three (3) Advanced Industry Specific Workshops: **Pricing Organization Transformation, Customer Value Accounting for Value Based Pricing**, and **Business to Business Pricing**.

## **Do I have to pursue a CPP designation to attend a PPS Workshop?**

No. If you are primarily interested in pricing training/learning, all PPS workshops are still a perfect fit. You will still receive your course certificate after passing the workshop test. It makes no difference if you have decided to pursue the CPP designation or not.

## **Is The Pricing Conference priced right?**

This is, after all, a conference on how to price! Some seminar companies or institutes try to charge more than \$4,000 for a conference and a workshop. Universities typically offer Pricing 101 textbook material and charge \$5,500-6,000 for their executive education courses, but the PPS member price of \$1,695 is a great price for a top-notch two-day professional conference. The dollar value of the pricing solutions you learn at the PPS conference means an exceptional return on that great price. As always, the fourth member of your team can attend for free!



# PPS Members

AS OF JUNE 1, 2007

## A

AAG  
Abbey Road Associates  
ABC Fine Wine & Spirits  
Accenture  
Acceval Pte. Ltd.  
Acklands-Grainger  
ACNielsen  
Acuity Brands Lighting  
ADP  
Advance Auto Parts  
Advanced Micro Devices  
Advanous  
Aerovironment  
Affinia Group  
AFO Consulting  
AIMCO  
Air Products and  
Chemicals, Inc.  
Albridge Solutions, Inc.  
Alcoa  
Aliant  
AlixPartners LLC  
Alliance Data Systems  
Allied Building  
Products Corp.  
Allsteel Inc.  
ALTAFI  
AMD  
American Greetings  
Corporation  
American Standard  
Companies  
AmeriCredit  
AMICO  
AMS Services  
Andersen Corporation  
AOL  
APC-MGE  
Appleton  
Appletree Communications  
Applied Industrial  
Technologies  
Archstone-Smith  
Arctic Cat Sales, Inc.  
Aristocrat Leisure Limited  
ASRC Federal Holding  
Company  
AstraZeneca  
Astron Buildings SA  
AT&T  
ATPCO  
Autodesk, Inc.  
Automated Packaging  
Systems, Inc.  
Autotrader.com  
Avaya  
Aviall Services, Inc.  
Avis Budget Group

## B

Badger Meter, Inc.  
Bain & Company  
Baker Oil Tools

Ball Aerospace &  
Technologies  
Bank of America  
Barclaycard Business  
Barnes Distribution  
Barrie Tynemouth  
Barton Inc.  
Baumann, Inc.  
Baxter Corporation  
Baycorp Advantage  
BD Medical  
Beaton Consulting  
Beckman Coulter  
Eurocenter  
Becton Dickinson  
Beiersdorf AG  
Bell Canada  
Benjamin Moore & Co.  
Big Y Foods Inc.  
BJ's Wholesale Club Inc.  
Blackbaud, Inc.  
BlueCross BlueShield  
of Florida  
BlueLinx Corporation  
BlueRoad  
BMC Software, Inc.  
BMO Nesbitt Burns  
BNSF Railway Company  
Bob Barker Company, Inc.  
Boeing  
Bombardier  
Boone Plumbing &  
Heating Supply  
Boston Scientific  
Britvic Plc  
Buena Vista Home  
Entertainment  
Business Navigation Group

## C

Cadbury Schweppes  
Americas Beverages  
Canada Post Corporation  
Canadian Pacific Railway  
Captaris  
Cardinal Health  
Caremark  
Cargill, Inc.  
Carlson Companies  
CARQUEST  
Cascade  
Caterpillar  
Cavendish Farms CE  
Ceridian Corporation  
Cerner Corporation  
Channel Pricing Associates  
Charlotte Pipe and Foundry  
Company  
Chevron Global Lubricants  
Chicago Tribune  
Ciba Specialty  
Chemicals, Inc.  
CIBA Vision Corporation  
Cintas Corporation  
Citigroup  
Citrix Online

CMC Electronics, Inc.  
CNH Global  
Coca-Cola Enterprises  
Coldwater Creek, Inc.  
COLT Telecommunications  
Colwell, Inc.  
Comdata Corporation  
ConvaTec  
Cooper Power Systems  
Coors Brewing Company  
Corning Cable Systems  
Corporate Express  
CRA International, Inc.  
Crown Imports, LLC  
Cummins, Inc.  
CUNA Mutual Group  
Cypress Semiconductor

## D

DaimlerChrysler-  
Mopar Parts  
Danfoss A/S  
DCW Consulting  
DDB Worldwide  
Communications  
Group, Inc.  
Degussa Engineered  
Carbons, LP  
Delaware Valley  
Floral Group, Inc.  
Dell  
Deloitte Consulting, LLP  
Deluxe Corp.  
DemandTec, Inc.  
DEMCO  
DePuy International Ltd.  
Dex Media  
Diebold, Incorporated  
Disney Cruise Line  
Disneyland Resort  
Dow Chemical  
Doxus  
DuPont

## E

Eastman Chemical  
Company  
Eaton Corporation  
Eaton Cutler Hammer  
Eber Bros. Wine &  
Liquor Corp.  
eClerx  
EDS  
Eli Lilly & Company  
Elk Corporation  
Elliott Company  
Elsevier  
Embarq  
EMCO Corporation  
Emerson Process  
Management  
Environmental Data  
Resources, Inc.  
Equipax  
Ericsson, Inc.  
Ethicon

Eversheds LLP  
Executive Education, Inc.  
Expedia.com  
Extra Space Storage  
ExxonMobil

## F

Fairchild Semiconductor  
Fallon Community  
Health Plan  
FedEx  
FG Wilson Engineering Ltd  
Fisher Controls  
International LLC  
FMC Technologies, Inc.  
Ford Motor Company  
of Canada  
Frank Lynn &  
Associates, Inc.  
Freeborn & Peters  
Freightliner, LLC  
Fric Rot S.A.I.C.  
Frito-Lay  
Front Porch  
Fujitsu  
Fujitsu Network  
Communications

## G

G&K Services  
Gartner, Inc.  
Gates McDonald  
Gateway Feathers, LLC  
GE  
Geberit International AG  
Genentech  
General Electric  
Transportation  
General Motors Corporation  
Georgia Pacific  
Getty Images  
GFS  
Givaudan Singapore  
GlaxoSmithKline (Canada)  
GLI Pool Products  
GOJO Industries, Inc.  
Goodyear Tire and Rubber  
Grain Processing  
Corproation  
Grupo Posadas,  
S.A.B. DE C.V.  
Gynecare Ethicon

## H

H&R Block  
Haaga-Helia University of  
Applied Sciences  
Halliburton  
Hamacher Resource Group  
Hanes Brands, Inc.  
Harvest Manor Farms  
Harvey Industries  
Hastings Mutual  
Insurance Co.  
HB Fuller

Heads & Threads  
International, LLC  
Herman Miller, Inc.  
Hewlett-Packard Company  
Hill-Rom  
Hilton International  
Hitachi Consulting  
Hitachi Data Systems  
HMSHost  
Hogg Robinson Ltd.  
Holden Advisors  
Hollister Incorporated  
Honeywell  
HP  
HRG  
Hubbell Power Systems

## I

IBM Global Business  
Services  
IcanCsolutions  
ICI Paints  
Idearc Media  
IDeaS, Inc.  
IDEXX Laboratories, Inc.  
IHG  
HIS Energy  
Infosys Consulting, Inc.  
Infusion Pharma  
Consulting, LLC  
Ingram Micro  
Insight  
Intelsat  
InterContinental  
Hotels Group  
International Paper  
International Truck &  
Engine Corp.  
Interwoven  
Irving Oil Corporation

## J

John Harland Company  
Johns Manville  
Johnson & Johnson  
Joy Mining Machinery

## K

Kehl Pricing Research  
Kennametal Inc.  
Keystone Automotive  
Kia Motors America, Inc.  
Kinecor  
Kurt Salmon Associates

## L

La Petite Academy  
Land O'Lakes Purina Feed  
Lawson Products, Inc.  
Learning Information  
Services  
LECG  
Leiner Health Products  
LexisNexis  
LifeScan, Inc.

Light Management  
Consulting  
Linde Group  
LORD Corporation  
Lucent Technologies

## M

M2C (a Member of  
Monitor Group)  
Magnum Magnetics  
Corporation  
Malloy Incorporated  
Manheim  
Marketing Manager  
Marriott International  
Maxager Technology  
MCFA  
McKee Foods Corporation  
McKesson Corporation  
McKinsey & Company  
Mead Johnson Nutritionals  
Medeco Security Locks, Inc.  
Medex  
Medtronic  
Mentor Graphics  
Merillat Corporation  
Metavante Corporation  
Mетро, a Symphony  
Company  
Mettler-Toledo  
Michelin North America  
MICO, Inc.  
Micro Motion Inc.  
Microsoft Corporation  
Miller Brewing Company  
Mimran  
Mitek Worldwide  
Mitsubishi Caterpillar  
Forklift America, Inc.  
Model N  
Molex  
Morton Salt Company  
Motorola

## N

NACCO Materials Handling  
Group, Inc.  
Nalco Company  
National City  
NCR Corporation  
New York Blood Center  
New Zealand Post  
Newhouse Industrial Estate  
Nissan  
NMHG  
North Highland Company  
Northland Services, Inc.  
Northrop Grumann  
Novell  
NTP Distribution

## O

Oacle Corporation  
OfficeMax  
Ohio State University  
One Market - Steuart Tower  
Oracle Corporation  
Orgill Inc.  
Ortho-Clinical Diagnostics

## P

P3C  
Paccar  
Packaging Technologies  
Pactiv Corporation  
Paquay & Associates bvba  
Parker Hannifin Corporation  
Passport Health  
Communications  
Penske Truck  
Leasing-Logistics  
Pepsi Bottling Group  
Pepsi-Cola International  
Perfect Plastic Printing

Rental Service Corporation  
Revenue Analytics, Inc.  
Rexel, Inc.  
Reynolds & Reynolds  
Rheem Air Conditioning  
Division  
Richards & Associates  
(Temple)  
Rio Tinto  
Rio Tinto Diamonds  
Robert Bosch Corporation  
Roche Diagnostics  
Corporation  
Rock-Tenn Company

Smith & Nephew  
Software AG, Inc.  
Solae-Dupont JV  
Solutia Inc.  
Southeastern Mills, Inc.  
SP Richards/Genuine Parts  
Company  
Spicers Limited  
Sprint-Nextel  
St Jude Medical  
Standard & Poor's  
Stanley Works  
Starbucks Coffee Company  
Steelcase, Inc.

Turkcell  
Tyson Foods, Inc.

## U

UAP Holding Corp  
UBS  
Ulta Cosmetics & Salons  
Unilever de Puerto Rico, Inc.  
Union Pacific Railroad  
United Rotary Brush Corp  
US Postal Service  
United Stationers  
Supply Co.  
Universal Orlando  
University of Guelph  
University of Maryland  
University of Rochester  
UT MD Anderson Cancer  
Center

## V

Valassis  
Valin Corporation  
Valmont Industries  
Varian Vacuum Technologies  
Varian, Inc.  
VCA Animal Hospitals  
Vendavo, Inc.  
Verizon  
Videojet Technologies  
Vistaar Technologies, Inc.  
Vulcan Materials Company  
VWR International

## W

Walker Information  
Wallenius Wilhelmsen  
Logistics  
Wal-Mart Puerto Rico  
Walt Disney World  
Waste Management, Inc.  
Watlow  
WebSense  
Wencor  
West Pharmaceutical  
Services  
Westfaliasurge, Inc.  
Westlake Hardware  
Weyerhaeuser  
Wiglaf LLC  
Wilton Industries  
Windham Hotel Group  
Wipro BPO  
Wolters Kluwer Financial  
Services  
WORLDPAAC, Inc.  
Wyeth Pharmaceuticals  
Wyndham International, Inc.

## X

Xerox

## Y

Yellow Pages Group  
YRC National Transportation

## Z

Zebra Technologies  
ZF Industries, Inc.  
Zilliant, Inc.

## THE PROFESSIONAL PRICING SOCIETY:

- **NEARLY 3,000 ACTIVE MEMBERS,**
- **FROM OVER 500 COMPANIES,**
- **FROM OVER 50 COUNTRIES!**



PROFESSIONAL  
PRICING SOCIETY™

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PFG  
Philips Lighting Company  
Philips Medical Systems  
Pitney Bowes  
Pitt Ohio Express Inc.  
Polarome International  
Power & Water Solutions  
PPG Industries  
Pragmatix Marketing  
Praxair, Inc.  
Precision Press  
PriceMetrix  
Pricewaterhouse Coopers  
Pricing iNSIDE  
Pricing Solutions Ltd  
Pricing Strategy Associates  
Prime Therapeutics LLC  
PSC  
Pulte Homes

## Q

QL2 Software, Inc.  
Quantalyst Consulting, LLC  
Quantiz Pricing Consulting  
Quidlibet Research Inc.  
Qwest Communications

## R

Radiometer America Inc.  
Rapidparts Inc.  
Rapt  
Raymond Corp.  
RBC Royal Bank  
ReCellular  
Regal Wine Co/Kendall  
Jackson Wine Estates

Rockwell Automation  
Rogers Ad-Check  
Rohm and Haas Company  
Roman Spa Resort  
Rosemount Inc.  
Royal Bank of Canada

## S

SAI InfoComm  
Sanofi Pasteur Inc.  
Sans Prix Pty Ltd  
SAP  
Sara Lee Food & Beverage  
SAS Institute, Inc.  
Scania  
Schlumberger  
Schreiber Foods, Inc.  
Schwans Consumer Brands  
Schwan's Food Service  
Scotiabank  
SDN Communications  
Seagate Technology  
Selling Systems, Inc.  
Service Corporation  
International  
Servigistics  
Servigistics Pricing  
Services, Inc.  
Shaw Industries  
Siemens  
Sigma Aldrich  
Sika Group  
Simon-Kucher & Partners  
Simpson Strong-Tie  
SITA SC Corporate Pricing  
SKF NV/SA

Steelcraft  
Sterling Commerce  
Sterling Jewelers, Inc.  
Stock Building Supply  
Stratinis  
Streamline, Inc.  
Subaru of America, Inc.  
Subsystem Technologies, Inc.  
Superior Essex  
SUPERVALU, INC.  
Symantec Software  
Symphony Metreo

## T

Telstra Corporation  
Temple University  
Tenneco, Inc.  
Teradata Asia Pacific NCR  
The Bank of Nova Scotia -  
Scotiabank  
The Berry Company  
The Charles Machine  
Works, Inc.  
The Edlong Corporation  
The Gear Centre  
The Home Depot  
The Toro Company  
The TriZetto Group, Inc.  
The Warehouse Limited  
Thermo Fisher Scientific  
Thomson  
Thomson-West  
3M Health Care  
Trane  
TranSwitch Corporation  
Tropical Shipping

# Pricing Organization Track

FRIDAY, October 26, 2007 • 8:00 AM – 11:50 AM

8:00 AM

## Lean Pricing: A Systematic Approach to Change Management

Speaker: Adrienne Gordon, Director of Pricing, American Greetings Corporation



Improved pricing process is frequently cited as a key component of good price management. In the absence of technology to enforce discipline and elevate non-compliance, many well-architected pricing strategies become corrupt or never get executed at all.

A very effective way to get control of chaotic pricing processes is to adapt tools from the Lean Manufacturing toolbox. Following a formulaic and systematic approach, you will get immediate visibility to high impact areas of price opportunity. These tools offer a venue to showcase pricing opportunities to your organization in a manner that builds support and minimizes resistance to change.

### In this session you will learn:

- ◆ Basic concepts of Lean as they relate to price management
- ◆ A step-by-step approach to building basic value stream maps and transformation tracking centers
- ◆ Project plan formats that ensure successful transformations

9:00 AM

## Networking Break/Sponsorship Hall and Bookstore Open

9:45 AM

## Enhancing Visibility into your Pricing Function - Best Practices from a Pricing Practitioner

Speaker: David Hass, Managing Director of Strategic Pricing, Service Corporation International.



In this presentation, David Hass will discuss how to take an organization which is unfocused or noncommittal on pricing and to make pricing one of its core competencies. He will outline some key steps and real-world Best Practices that he used to uncover hidden profits at Service Corporation Inc. (SCI. By the way, has recently been cited in public Wall Street Analyst reports as achieving remarkable profit growth thru their savvy pricing improvements!)

By the end of this presentation you will have some key take-aways to make Pricing a Core Competency in your organization, including how to:

- ◆ Take simple steps can capture low-hanging profits
- ◆ Get appropriate funding for pricing technology or consulting
- ◆ Determine the appropriate personnel resources for your pricing department

5 MINUTE BREAK

10:50 AM

## Making it Real: Driving Strategic Change in Pricing

Speaker: Tim Matanovich, Vice President Strategic Pricing & Value, The TriZetto Group



Making pricing real, i.e., changing organization behavior to drive profitable growth, is a long term process. Overcoming technical, political and cultural resistance simply takes time. That is no excuse, however, not to have immediate impact. One of the great advantages of the pricing discipline is that changes show up on the bottom line quickly and dramatically.

To make it real, you need to pick your spots and drive for success.

### In this session you will learn how to:

- ◆ Use Price Planning to uncover hidden opportunities
- ◆ Deal with the "Audit" when it comes
- ◆ Deal with the turf wars
- ◆ Build sustainable alliances

11:50 AM

## Lunch

*"The PPS conference has great networking opportunities. You have chance to see that Pricing really is a profession, and a growing one at that. It was good to see the number of books on the subject. Who would have thought!!"*

Peggy Mullaney, Pricing Research Analyst, Michelin



FRIDAY, October 26, 2007 • 8:00 AM – 11:50 AM

8:00 AM

## Using Pricing Analytics to Amplify Your Voice at the Strategy Table

Speaker: Jim Saunders, Partner, Pricing Solutions Ltd.



Pricing managers are often pigeon-holed into roles that diminish their ability to add value. For example, there is the Firefighter who must constantly respond to crises and deadlines that minimize their ability to think strategically. Another role many pricing managers find themselves in is that of the Policeman whose job is to enforce the rules. However, to really add value, the Pricing Manager

needs to inject themselves into company strategy processes. Knowing how to use analytics to vault company performance to the next level on key strategic issues will give Pricing Managers a powerful voice in company strategy sessions.

### In this session you will learn:

- ◆ How to use analytics and be viewed as a business partner
- ◆ Which strategy processes need advanced pricing analytics
- ◆ How to use pricing research to match company capabilities with customer needs

9:00 AM

## Networking Break/Sponsorship Hall and Bookstore Open

9:45 AM

## Bringing Science to the Art of Pricing: Use the Power Within

Speaker: Ryan White, Managing Partner, Price for Profit



Internal data is the most powerful way to gain insight into price management yet companies don't know how to get the full benefit from it. His talk will provide powerful techniques on how to extract more information out of the data you already have. Ryan will show case study examples, and how to use readily available software.

### In this session you will learn how to:

- ◆ Quickly assess whether your pricing is properly rewarding customer behaviors such as: order size, lead-times, and operational efficiencies

- ◆ Uncover price leaks beyond the typical waterfall; leaks such as incorrect freight charges, manual entry errors, and system leaks
- ◆ Combine pricing data with "what-if tools" to provide your sales force with profit driven pricing insights

5 MINUTE BREAK

10:50 AM

## Using Price to Grey Market Growth

Speaker: Frederico Zornig, Partner, Quantiz Consultoria Ltda Brazil



Grey markets are still a very small portion of any firms' total commerce. However, grey markets have become a real and thorny pricing issue due to lower global transactions costs, products harmonization, and widespread internet cross border commerce.

Smart pricing organizations should be able to control its global prices more effectively though, to minimize or even eliminate the risk of sales diversion from low price markets to high price markets.

### Attendees will learn how to:

- ◆ Address grey market opportunities that arise from pricing mismanagement
- ◆ Assess your firm's grey market risk and impact in on business
- ◆ Reduce this real profit risk using more innovative price tactics

11:50 AM

## Lunch

*"Great value for the money – I've gone to seven conferences now, I'm continually amazed at the people I meet and the depth of issues discussed."*

Andrew Rojascki, Tyson Foods, Inc,  
Senior Director of Corporate Strategy

# Pricing Strategy Track

FRIDAY, October 26, 2007 • 8:00 AM – 11:50 AM

8:00 AM

## Lifecycle Pricing — For Parts or Accessory Offerings

Speaker: Stephen Nyquist, Senior Manager,  
Deloitte Pricing Center of Excellence



One of the biggest challenges that companies face today is optimizing their service parts or accessories pricing. This area of pricing management is complex and constrained due to the presence of:

- ◆ Hundreds of thousands of diverse part/product numbers
- ◆ Frequent lifecycle events
- ◆ Complex distribution channels and significant competition

So how does one manage and execute this specialized pricing through the lifecycle given the complexity? A good understanding of the dynamics of product segmentation is one of the first critical steps to effective pricing and profit management.

In this session you will learn:

- ◆ The key attributes to consider while segmenting the thousands of complex parts
- ◆ How to identify the lifecycle triggers as parts to move through their product stages?
- ◆ Which pricing strategies are most effective during different lifecycle stages?

9:00 AM

## Networking Break/Sponsorship Hall and Bookstore Open

9:45 AM

## Implementing Value-Based Pricing Strategies in Business Markets: Guidelines For Overcoming The Obstacles

Speaker: Dr. Andreas Hinterhuber, Hinterhuber & Partners  
(Austria) and Professor, Tsinghua University (China)



Based on an extensive empirical survey involving interviews with more than 150 B2B marketing executives from 12 countries worldwide, Dr. Hinterhuber will demonstrate that: (a) a cost-based approach to pricing is negatively correlated with profitability and conversely (b) the degree of adoption of a customer-value based pricing strategy is

positively correlated with company profitability. He will then present a framework for implementing value-based pricing strategies in business markets;

**Common obstacles to implementation can be grouped in the following categories:**

- ◆ Value assessment: deficits in reliable customer value quantification
- ◆ Value communication: deficits in comprehensible value communication
- ◆ Lack of effective market segmentation
- ◆ Sales force management: difficulties in defending and rewarding price performance

Finally, Andreas will illustrate how these obstacles can be overcome by highlighting an actual case study from a Fortune 500 company.

5 MINUTE BREAK

10:50 AM

## Commoditization: Taking a Leadership Role in Reversing the Trend

Speaker: Chris D'Alfonso, Global Account Manager,  
Monitor Group



Commoditization is no longer an issue just for mature industries. With procurement organizations applying increasing price pressure on commercial managers across all industries, the need to create and communicate differentiated value is critical. Managers often feel that they are at the mercy of the customer's price demands, and this is only ex-

acerbated by the new wave of competitive offerings from overseas. Many corporations are failing to establish an actionable plan to halt this commoditization trend. Commercial and pricing managers must collaborate to use value-based techniques to innovate and drive sustainable levels of differentiation.

**Attendees will learn how to:**

- ◆ Uncover where their corporation resides on their industry's Differentiation Landscape
- ◆ Position, communicate, and manage sustainable levels of differentiation
- ◆ Leverage value-based pricing and selling both internally and externally

11:50 AM

**Lunch**

# General Sessions

FRIDAY, October 26, 2007 • 12:50 PM – 2:50 PM

12:50 PM

## The Impact of Pricing Beyond the Pricing Team

Speaker: Laura Preslan, Worldwide Director for Sales, Marketing, and Service Technologies, Microsoft



A lot of attention is placed on the work that the pricing team does to create and communicate prices, and rightfully so. But what happens to prices once they are created? This presentation explores how departments outside of pricing build on pricing analysis and use the information for planning, competition, new product/service introduction and other key decisions.

### Key takeaways:

- ◆ How your pricing decisions impact the entire company
- ◆ How to provide the pricing detail necessary to fuel use by other departments
- ◆ Case studies for how companies use pricing data effectively for decision making

1:50 PM

## Global Pricing Transformations — The Emotional, Political and Rational Aspects of Getting to Results

Speaker: Tom Jacobson, Senior Executive-Pricing & Profit Optimization, Accenture

Building an effective pricing capability is increasingly evolving into a global initiative rather than a local one. While global initiatives offer greater benefits, they also pose greater challenges. For instance, central initiatives might be viewed with suspicion, as something done ‘to me’ rather than ‘with me.’ Wider programs necessitate a much greater level of cross-functional implementation, and deployment is significantly more complex as variables of functionality, integration and business increase across geographies. Solution standardization requires a level of compromise on requirements, leaving no one truly satisfied.

This session will illustrate these challenges and outline the importance of managing the emotional, political and rational cycles of change that are critical to sustainable pricing transformation.

2:50 PM

## Conference Close



*“The conferences offered by the Professional Pricing Society improve year over year. The speakers get smarter and better, and the networking gets more valuable.”*

Adrienne Gordon  
American Greetings Corporation  
Director of Pricing



# Technology Sponsors



**ACNielsen**, a VNU Company, develops competitive category pricing strategies with Priceman, the ideal solution for retailers in the Grocery, Drug and Mass Merchandise industries. This strategic pricing solution lets you create any retail pricing scenario and analyze its potential. With Priceman, it's easy to see what impact raising or lowering prices has on your gross margin, price position and competitive pricing.

Website: <http://www2.acnielsen.com/site/index.shtml>



**eClerx** is in the business of building better bottom line results through effective price management programs. We provide a suite of services that evaluates your current pricing policies, compares your product offerings against top competitors and delivers accurate and timely information to enable effective pricing decisions.

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



**Maxager's** patented enterprise profit optimization (EPO) solution helps leading chemicals, metals, electronics and other complex manufacturers calculate the true profitability of products and customers. By combining margin with production speed, Maxager provides a firm, previously unavailable profit-per-minute foundation for the setting of prices that will maximize profits.

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**Microsoft** is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. To help pricers and salespeople be more effective, Microsoft delivers architectural frameworks and integrated partner solutions that leverage the intuitive interface of Microsoft Office to deliver workflow, data management, and analysis capabilities.

<http://www.microsoft.com>



Improving pricing performance is not simply a matter of brilliant strategy, trendy consulting practices, or flashy technology. It's about aligning your strategy, processes, and systems for optimum effect.

**Mimiran's** unique combination of expertise in pricing strategy, business processes, and technology provides rapid, effective pricing solutions for Global 2000 corporations and mid-size businesses. Because price is the monetization of value and the customer

determines value, Mimiran helps customers measure, articulate, and increase differentiated value across customer segments. Mimiran also provides the power of flexible, on-demand pricing analytics software with MimiranM3.

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



**QL2** Software tools and solutions locate and extract pricing information from unstructured data sources—the Web, on-line information services, internal documents, etc.—to support competitive pricing research, price optimization and revenue management systems. QL2's customers include leading companies in the travel, retail, pharmaceutical, manufacturing, and wholesale/distribution industries.

Website: <http://www.ql2.com>



**Rapt Inc.** is the leading provider of pricing and profitability management solutions that help companies achieve and sustain profit objectives. Rapt software enables companies to optimize and analyze pricing strategies, while Rapt advisory services help companies design and implement best-practice pricing processes. Clients include: Microsoft, Yahoo!, Seagate, iVillage and Apple Computer.

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



The **SAP** Price and Margin Management application provides a unique extension to the price execution functionality of SAP software. The application helps companies to add \$10 million to \$20 million annually to the bottom line for every \$1 billion in sales.

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



**Servigistics** is the leading strategic service management solution provider, offering service parts management, workforce management and pricing solutions that operate together on a single data model to enable companies to transform their global service operations by dramatically increasing profitability, cash flow, and customer loyalty. Servigistics solutions have been deployed and proven globally by a 100% referenceable client base of market-leading companies.

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



**Symphony-Metreo** helps organizations meet their financial goals with innovative solutions in the areas of Enterprise Pricing and Performance Management. Symphony-Metreo is the leading provider of comprehensive price planning, intelligence, optimization and execution solutions that demystify and add discipline to the entire pricing process, enabling organizations to drive more profit to the bottom line. Customers include industry leaders such as Eaton Corp., Grainger, Honeywell, Oncology Therapeutics Network and Owens Corning. Symphony-Metreo is a wholly-owned subsidiary of the Symphony Technology Group, a \$1.2 billion strategic holding company.

Website: <http://www.symphony-metreo.com>



**Vendavo** is the leading provider of price management software to global chemical, process and industrial manufacturing, high technology and distribution corporations. Vendavo customers significantly increase their margins with real-time pricing insights, guidance that drives better pricing and policies, and empowers sales teams to negotiate more profitable business.

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



**Vistaar Technologies** provides analytical software for product marketing, pricing and sales groups. We help high tech companies increase revenue and margin by improving list pricing, deal management, customer profitability, and overall product portfolio performance.

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



**Zilliant** drives measurable profitability improvement for industrial manufacturers, distributors and service companies through superior price setting and execution. Zilliant Precision Pricing Suite (ZPPS) combines advanced pricing science, including our proprietary Precision Price Segmentation™ and Price Band Optimization™ technologies, with easy-to-use business applications to deliver an end-to-end solution for data-driven price management. Enhanced price differentiation and sales execution help Zilliant's customers achieve the best pricing on every transaction, increasing margins by 15% and more.

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

## Expert Sponsors



**Accenture** is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With more than 152,000 people in 49 countries, the company generated net revenues of US\$16.65 billion for the fiscal year ended Aug. 31, 2006. Its home page is [www.accenture.com](http://www.accenture.com).

Website: [www.accenture.com](http://www.accenture.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](http://www.deloitte.com)



**Frank Lynn & Associates** has over 30 years of experience in designing strategic channel pricing programs. We have assisted leading manufacturers and service providers from multiple industries with sales ranging from \$15M to 5B+. We drive sales and market share and reduce marketing costs through the creation of creative, performance-based discount price structures. Clients include global leaders such as Cisco, Emerson, Eaton, IBM, HP, Motorola, and Rockwell Automation.

Website: [www.franklynn.com](http://www.franklynn.com)



At **Holden Advisors**, we help companies grow both revenues and profits – at rates well above their peers. Our clients consistently experience 30 to 50% operating income growth following our work. We are focused on linking customer value to pricing by integrating marketing, sales, and operational strategies. Our holistic approach drives immediate improvements in financial performance and lasting change in customer relationships. We work with firms launching innovative new products, facing commodity pressures, or fighting market share battles.

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# Expert Sponsors (continued)



**Pricing Solutions Ltd.** (Associated with The Advantage Group) specializes in 4 core services: pricing research, pricing management, pricing training and advisory services.

Under the leadership of President Paul Hunt, Pricing Solutions has grown exponentially since its inception in 1994. We have offices located in North America and Europe.

Our pricing expertise is based on more than 15 years of in-depth work on pricing optimization in B2C and B2B markets. We have developed a wide range of proprietary tools, processes and research techniques for studying and analyzing our clients pricing problems. The typical payback on an engagement is 15:1.

Our philosophy includes the following: the senior managers who sell the work are also the people who do the work, collaboration is at the heart of our approach to completing successful projects and long-term relationships are the key to business success.

Website: [www.pricingsolutions.com](http://www.pricingsolutions.com)

## SIMON ♦ KUCHER & PARTNERS

### Strategy & Marketing Consultants

**Simon-Kucher & Partners (SKP)** has the world's largest consulting practice dedicated to pricing. Business Week magazine described SKP in January 2004 as "world leader in giving advice to companies on how to price their products."

SKP has over 350 employees in our US offices in Boston and San Francisco, in Tokyo and in eight offices in Europe.

They 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 couple of years we have conducted well over 1000 pricing projects.

SKP has published over 50 books on pricing and related issues and over 500 articles, including many commentaries in The Wall Street Journal and The Financial Times and other leading publications.

Their revenues grow by 20-30 % per year, a strong testimony for our quality of service.

Website: [pps.simon-kucher.com](http://pps.simon-kucher.com)



**SoftwarePricing.com** is a resource for organizations and individuals involved with software pricing. The site is a compilation of publicly available information on pricing along with pricing perspectives and insights developed by MarketShare, Inc., a consulting firm that helps technology companies realize greater returns from the products and services they sell, as well as from the professionals who represent them.

Website: [www.softwarepricing.com](http://www.softwarepricing.com)

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For over 16 years, **Strategic Pricing Group** has been the leader in developing proactive, value-based, and profit-driven business strategies. A recognized expert in markets ranging from pure commodities to highly differentiated offerings, SPG provides a complete range of strategy and implementation support.

SPG is differentiated in its collaborative work-style and its focus on educating clients to become self-sufficient pricing leaders. CEO and Founder Dr. Thomas Nagle is author of The Strategy and Tactics of Pricing, the best-selling guide to pricing now for over a decade.

Website: [www.spgconsulting.com](http://www.spgconsulting.com)



**ThinkVine** is a marketing science company with a focus on quantitative research and analysis. We provide analytic services to some of the world's top branded companies in CPG, media, energy and other industries. Pricing research is a core capability of ThinkVine. We bring seasoned expertise in both traditional and cutting-edge techniques to solve tough pricing problems. Techniques include: - Conjoint / Discrete choice - Van Westendorp - Monadic Testing - Neural Networks - Genetic Algorithms - Agent Based Modeling

Website: [www.thinkvine.com](http://www.thinkvine.com)



# Pricing is on Target!



# Hotel & Registration Information

## Registration Fee

**Registration, if you are currently not a member, is \$1995** for the PPS Conference being held on October 25-26, 2007 and includes a six-month PPS membership, a comprehensive manual and CD of all presentations, lunch and continental breakfast both days, refreshments and our networking reception on October 25, 2007.

**4th Attendee Free** – When three 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 Professional Pricing Society members, registration is \$1695, a discount of \$300.** If your firm has a single membership then any one person from that firm can register at the member rate. If your firm has a Corporate 5 plan (up to five people on the membership plan) then any five people from your firm can register at the member rate. The same holds for Corporate 10, Corporate 20 and Corporate 100 members. If you wish to register several people at the member rate, then you should ensure that you have one of the corporate membership plans to receive discounts for everyone. Single membership in PPS is \$400. Corporate 5 plan is \$1000; Corporate 10 is \$1500; Corporate 20 plan is \$2500 and the Corporate 100 plan is \$5000.

**Full Conference Package – Registration, if you are not currently a member is \$2795** and includes one of the Pre-conference Certified Pricing Workshops on October 24, 2007 and the PPS Conference on October 25-26, 2007. When three people register from the same company for both events, a 4th person may likewise register for both events free of charge.

**PPS Member Discount – For Professional Pricing Society members, the Full Conference Package is \$2495, a discount of \$300.** The same membership eligibility rules apply as shown above for PPS membership.

*“The Professional Pricing Conference is consistently the best quality conference I attend. There is always a return on investment for me and my firm.”*

Brian Sharp, Director of Marketing & Sales  
Lord Corporation



## Housing Information

**Hotel Reservations: The Hilton in the Walt Disney World® Resort, 1751 Hotel Plaza Boulevard, Lake Buena Vista, FL 32830,** is the host for housing the PPS Spring

Pricing Conference. You should make your reservations directly with the hotel. To receive the special PPS discount rate call the hotel at **800-782-4414** or visit the dedicated PPS hotel website at **[www.pricingsociety.com](http://www.pricingsociety.com)**.

You must mention that you are attending the PPS Pricing Conference to receive our discount. **The Hilton in the Walt Disney World® Resort will only hold the PPS block of rooms until October 1, 2007,** 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.

## Payments, Substitutions and Cancellations

**Payments and Cancellation Policies:** You may make payment by check or credit card, or online at [www.pricing.society.com](http://www.pricing.society.com). Checks must be received by **October 1, 2007** 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 October 1, 2007 and receive a refund, less a 20% administration fee.**



# 2007 Fall Conference Registration

**1<sup>st</sup> Registrant Name** \_\_\_\_\_ **Title** \_\_\_\_\_  
**Organization** \_\_\_\_\_ **Address** \_\_\_\_\_  
**City** \_\_\_\_\_ **State/Province** \_\_\_\_\_ **Country** \_\_\_\_\_ **Zip/IPC** \_\_\_\_\_  
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**2<sup>nd</sup> Registrant Name** \_\_\_\_\_ **Title** \_\_\_\_\_  
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**3<sup>rd</sup> Registrant Name** \_\_\_\_\_ **Title** \_\_\_\_\_  
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**PPS 2007 Fall Conference Registration — October 25-26, 2007**  
(does not include the CPP Workshop):

- ☐ I am NOT currently a member, but understand I will receive a free 6-month PPS membership. . . . . \$ 1,995
- ☐ I am a current PPS member (\$300 member discount). . . . . \$ 1,695

**FULL CONFERENCE PACKAGE REGISTRATION:**

**CPP Workshop, October 24, 2007**

**and the PPS 2007 Fall Conference, October 25-26, 2007:**

- ☐ I am NOT currently a member, but understand I will receive a free 6-month PPS membership. . . . . \$ 2,795
- ☐ I am a current PPS member (\$300 member discount). . . . . \$ 2,495

**Specify Workshop.** Please enter your Wednesday, October 24, Full-Day Workshop choice in the Registration Form above:

1. "The Strategy & Tactics of Pricing" with Elliott Yama
2. "The Keys to Unlocking your Organization's Pricing Potential" with Paul S. Hunt
3. "Pricing Organization Transformation" with Larry Montan and Jia Li Moore
4. "Customer Value Accounting for Value Based Pricing" with Dr. Bradley Gale
5. "Business to Business Pricing" with Frank Luby

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**BY PHONE:**

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**BY FAX:**

770.509.1963

**BY INTERNET:**

www.pricingsociety.com

**BY EMAIL:**

Wynetta Jones, Registrar  
wynetta@pricingsociety.com

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