



T R A I N I N G

Value Based Pricing for B2B and B2C industries - Increasing short-term profits through strategic pricing -

Date: 12th and 13th November 2009

Location: Vienna, AUT

European's leading platform for pricing decision makers sharing intelligence and best practices, through a variety of interactive workshops, events and media.

OVERVIEW

VALUE BASED PRICING FOR B2B AND B2C INDUSTRIES

Pricing is the key lever for increasing short and long term profitability, especially during the downturn: The impact of small changes in price exceeds the impact of similar changes in sales quantity or costs by a factor of 2-5 for most companies.

Pricing is a topic which has received comparatively little executive attention. The typical tendency for many companies is to benchmark prices against prevailing market prices or against own costs of goods, and to focus to other areas – such as cost reductions, revenue increase – to increase profits and sales. By doing so, many companies forego a significant profit potential.

Leading companies across the globe recognize that a well-crafted pricing strategy is a cornerstone for profitability and growth. In this course we will learn what distinguishes pricing champions from other companies. We will review and apply proven tools and techniques which you can use to drive profits and growth at your own company, even during difficult economic times.

RESULTS

- You will learn about the impact of price on profitability during recessionary times.
- You will learn about the advantages and disadvantages of alternative pricing strategies.
- You will acquire pricing tools to improve short-term profitability.
- You will learn how to set prices which optimise profitability.
- You will learn how leading companies define and implement value-based pricing strategies.
- You will understand how to quantify customer willingness to pay in B2B and B2C industries.
- You will learn how to measure and apply price elasticity to set prices profitably.
- You will learn how to avoid profit erosion by unprofitable pricing practices.
- You will learn how to design and implement incentive schemes for sales personnel.
- You will learn how to overcome internal and external resistance to changes in your company's pricing strategy.
- You will be able to discuss and apply case studies of B2B and B2C pricing excellence to your own company.

FOR WHOM ?

- Product Managers
- Marketing Managers
- Key Account Managers
- Heads of Business Units
- General Managers
- Controllers
- Pricing Managers
- Sales Managers

YOUR TRAINER



Andreas Hinterhuber is a Partner of HINTERHUBER & PARTNERS (www.hinterhuber.com), a consultancy specialized in strategy, pricing, and leadership. He is also a visiting professor at Bocconi (Milan, Italy) and at Tsinghua University (Beijing, China).

Previously he was a Marketing Executive with Bayer AG where he was responsible for the Group's largest product group with worldwide responsibilities. He has worked in the US, Japan, China, and Germany. He is consulting with leading companies in Europe, China, and the US.

He has an M.A. from Bocconi University (Milan, Italy) and a Ph.D. from the University of Vienna (Austria). He lives in Innsbruck, Austria and has published thought leading

articles on pricing strategies in Industrial Marketing Management, Journal of Business Strategy and other journals. Business Strategy Review, a leading strategy journal published by London Business School, lists Andreas among major management thinkers.

PROGRAM

OVERVIEW

DAY 1

1. STRATEGIC PRICING DURING RECESSIONARY TIMES

- the new strategic imperatives during recessions.
- pricing as the key profit lever during the downturn.
- pricing capabilities: where do different industries stand?

2. PRICING CASE STUDY

- costs versus volumes as profit driver.
- cost-volume profit analysis.

3. AN OVERVIEW OF ALTERNATIVE PRICING APPROACHES

- cost based pricing
- competition-based pricing
- customer value based pricing
- B2B and B2C case studies: what is the relationship between costs and customer willingness to pay?

4. CUSTOMER VALUE-BASED PRICING STRATEGIES

- How leading companies measure, create and capture value through the pricing function.
- Case studies of B2B and B2C customer value-based pricing strategies
- Uses and limits of customer value-based pricing.

5. PRICING STRATEGIES AND THE B2B BUYING CENTER

- How do B2B purchasing managers really think?
- Proven tactics to successfully sell to the purchasing centre.

6. GROUP EXERCISE PRICING

- Case study on B2B or B2C pricing

DAY 2

1. THE PROCESS OF STRATEGIC PRICING

- Typical weaknesses in B2B and B2C pricing processes.
- Elements of effective pricing processes.

2. CREATING CUSTOMER VALUE – THE DRIVER OF SUPERIOR PRICING STRATEGIES AND PROFITS

- A toolbox for identifying additional opportunities to differentiate your product or service despite intensifying competition.
- Benchmarking your product or service to leading competitors.
- Case study successful differentiation and value-based pricing for B2B commodities.

3. QUANTIFYING CUSTOMER VALUE

- Tools to quantify customer value and customer willingness to pay in B2B and B2C industries
- Conjoint analysis
- Expert Estimates
- Market experiments
- Application of the tools to determine willingness to pay.

4. WHAT IS PRICE ELASTICITY?

- Definition and importance in the context of strategic pricing.
- Tools to measure price elasticity in B2B and B2C industries.
- Case study on price elasticity.

5. STRATEGIC PRICING AND THE SALES TEAM

- The new role of sales personnel in the pricing process.
- Analysing and changing sales personnel incentive systems.
- Identify problems related to implementation of pricing strategies.

6. CONTROLLING AND MONITORING PRICES

- Tools to improve short term profitability via controlling.
- Pocket price waterfall, pocket price band.
- Analysing and improving discount policies.
- Tools for short-term price optimisation.

7. SUMMARY OF MAIN TAKE-AWAYS

- The 11 traits of pricing champions
- Brainstorming session on main take-aways from the workshop.
- Implementing these take-aways and further discussion on specific pricing issues.

TESTIMONIALS

Some testimonials from people who have had a training from Dr. Hinterhuber

- "Interesting! I could take away a number of ideas for my own pricing strategy."
- "Outstanding facilitator with significant practical experience!"
- "The sometimes difficult content was well-illustrated with many interesting case studies."

PRACTICAL

WHERE AND WHEN ?

Date: 8th and 9th of December
Address: Vienna, Austria

DURATION

Two days, from 9 AM until 17.30 PM

PRICE

Non-participants:
€ 1285,00 , excl. 21% VAT (VAT only applicable for Belgian companies)
ePP-Participants:
€ 1160,00 , excl. 21% VAT (VAT only applicable for Belgian companies)

Catering and documentation are inclusive. diner and accommodation are exclusive.

REGISTER

Click on following link:
<http://www.pricingplatform.eu/site/public/trainings.asp>
Or E-mail: lien.vantieghem@pricingplatform.eu

After finishing your registration, you will receive a confirmation e-mail. The invoice will be send to you by registered mailing. One week before the training you will receive a route description.

ANNULATION / REPLACEMENT

In case of absence, a replacement can be arranged free of charge if done 14 days before the date of the event.
Replacements between 14 days before and the date of the event can also be provided if an administrative charge of € 25,00 is paid. (See Terms and Conditions)

LANGUAGE

English or German (to be decided)

QUESTIONS ?



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ABOUT THE ePP

The European Pricing Platform (ePP) is the first, independent, European platform and network focused to support pricing decision makers in a wide variety of industries and sectors.

The ePP brings the best of pricing in Europe !

On the ePP you can find and share pricing knowledge, best practices and tools, extend your network of pricing professionals, build and update relations, and search and post pricing jobs.

The ePP offers a platform and network for everyone involved in pricing decision making: general managers, marketing, sales, operations, and financial management. Professors and lecturers at European universities working on pricing research and projects link academic knowledge to managerially relevant pricing knowledge and solutions.

BENEFITS OF JOINING THE ePP

- ✓ **A focused network of pricing decision makers**
- ✓ **Sharing on- and offline connections**
 - Be found & search engine: by name, company or keywords
 - Keep track of your network
 - Automatic update of your network
- ✓ **Sharing pricing knowledge and best practices**
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TERMS AND CONDITIONS

Fees are inclusive of program materials and refreshments, unless otherwise stated in the program details.

PAYMENT TERMS

Payment terms following the online training program registration an invoice will be sent. Full payment is required within 14 days after invoice date. All invoices unless otherwise stated carry a 5% late payment surcharge. Payment must be received prior to the training date. The ePP reserves the right to refuse admission if payment is not received on time.

SUBSTITUTION

Substitution provided the total training program fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of € 25.00

CANCELLATION

All registrations carry a 50% cancellation liability immediately after the online registration form is completed. The cancellations must be received in writing 14 days before the course is held in order to obtain full credit for any future ePP program. Thereafter, the full training fee is payable and is non refundable. Non-payment or non-attendance does not constitute cancellation. By registration to an ePP training program the attendee agrees that in case of dispute or cancellation of the agreement the ePP will not be able to mitigate its losses for any less than 50% of the total training program fee. If, for any reason, the ePP decides to cancel or postpone the course, the ePP is not responsible for covering airfare, hotel, or other travel costs incurred by attendees.

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From Participants, Non-Participants (workshop en/or training attendees), providers of job vacancies, and subscribers to round table sessions, the ePP will collect you only those data that are necessary for the administration of the event or subscription. Participants may submit, at their own option, further information in their personal profile.

Contacts of the ePP may from time to time receive information about ePP initiatives. The ePP collects and stores potential subscriber/customer names and contact information. Also, the ePP collects personal data about the people who write articles and pricing news for ePP, or participate in the workshops or training programs.

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