

COMMERCIAL EXCELLENCE:

A WAR WON BY UNLOCKING VALUE WITH YOUR PARTNERS

Commercial Excellence is achieved through relentless pursuit across several business capabilities. The two most critical areas for maximising profitable performance are pricing and sales, because they must work hand in hand to truly unlock the value of your business model. In this workshop, we'll discuss a commercial excellence maturity model that can help you evaluate your current status, and then you will take a self-assessment that will help identify next steps that you can take to improve your commercial performance and profitability.

We'll next turn our attention to a price war game, where you'll be on a team making decisions simulating how business competitors meet in the market – and in this game, the key product differentiation is price. As the game progresses, you'll gain access to new information and guidance to make your pricing decisions in each successive round. The team that makes the most money at the end of all the rounds wins the game, but all teams win by sharing pricing execution insights they've gained after the game concludes.

Finally, we'll pull it all together: examining how the steps you have identified on your individual path to commercial excellence compare with the broader group. We'll discuss previous survey results, and what fellow workshop attendees see as challenges. Together we'll help convert those challenges to opportunities – priorities for action to take back to the office and unlock value with your business partners.

ATTENDEES WILL LEARN:

How sales and pricing can best work hand in hand

How to evaluate your commercial excellence maturity

Steps to improve performance and profitability

PRESENTED BY:



Darius Fekete
Pricing Scientist, Vendavo

Darius is a Pricing Scientist with 10+ years of experience in pricing and related topics.

Prior to Vendavo, he delivered several complex business transformation projects in B2B industries and financial services. Darius also worked at Simon-Kucher & Partners advising clients on top-line growth, price optimization and commercial excellence initiatives. He started his career trading commodity derivatives and managing equity investment portfolios. Darius holds a Masters in International Economic Relations from the Krakow University of Economics in Poland.



Kalle Aerikkala
Senior Consultant, Navetti

Kalle Aerikkala has worked within the pricing and product management profession for the last 10 years, starting with Finnish technology companies supporting service and spare part pricing globally. Currently Kalle works with Navetti as a Senior Consultant helping broad range of customers to achieve better results through improved pricing. Even after 10 years every day you learn something new and the world of pricing is incredibly interesting as it touches on basically every function within a company.