

08:00 - 09:00
09:00 - 16:30
10:15 - 10:45
12:00 - 13:00
14:45 - 15:15

WEDNESDAY, 27 NOVEMBER
09:00 - 16:30

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LEVEL 300 COURSE | B2B AND B2C THEMED

WORKSHOP

HOW TO PRICE PRODUCTS UTILIZING AN END-TO-END FRAMEWORK

Pricing a product or service can be difficult. This workshop will provide a detailed end-to-end framework that has been developed over many years and been proven to be highly effective. Participants will be guided through each step of the process interactively by utilizing an example new product to ensure understanding of the content, including:

- How to develop the product or service with pricing in mind
- How to determine the perceived value of your product
- How to partner with product managers
- How to ensure a smooth launch in regard to pricing with various stakeholders
- Who to engage in sales and marketing
- When to revisit the pricing

As a result of using this end-to-end framework, you can expect to optimize your pricing strategy for your product or service that will work for the entire lifecycle and ensure maximum profitability for your organization.

ATTENDEES WILL LEARN:

A useful framework to guide the product pricing process

When to engage product experts and stakeholders

How to optimize the pricing of the product or service

How to create products and services with value in mind from the inception

When to revisit pricing and with whom over the lifecycle of the product/service

How to ensure a smooth launch by partnering with sales and marketing

PRESENTED BY:



JT Bowlin, CPP

Head of Monetisation and Pricing Strategy, AutoTrader UK

JT Bowlin, CPP is Head of Monetisation and Pricing Strategy at AutoTrader UK. He has almost two decades of pricing experience, covering B2B and B2C in a variety of sectors from some of the world's top companies, including Dell, EDF Energy, AutoTrader, and Ingram Micro. JT has a degree in Management from the University of Texas, Austin and earned his CPP (Certified Pricing Professional) in 2014.