

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

THURSDAY, 28 NOVEMBER

09:00 - 16:30

8

LEVEL 600 COURSE | B2B THEMED

WORKSHOP

## MAKING CHANNELS WORK FOR YOU: OPTIMISE YOUR COMMERCIAL PRICING POLICY

How often do you hear your distributors complaining “I am not making enough margin on your products”? How much time does your commercial team spend on pricing negotiations that don't yield the hoped-for results? This can be the daily reality of manufacturers that lack a good channel pricing and commercial policy structure.

Pricing and commercial price policy in B2B and B2B2C markets is a key lever in managing distribution channels and preventing ‘pricing leakage’. A good commercial policy structure not only drives desired channels behavior, but it can also optimize channel's margin.

In this workshop, we will introduce and use practical frameworks that help to design the optimal commercial policy to support your strategic goals. We will also provide smart rebates and discounts examples and best practice examples from various industries.

### ATTENDEES WILL LEARN:

How to design a powerful commercial price policy aligned to your commercial goals

The process for creating/refining an effective commercial policy

Smart analyses to help you assess your channel pricing and commercial policy effectiveness

### PRESENTED BY:



**Ian Tidswell**  
Founder, een Consulting

Ian Tidswell, Founder of een Consulting, previously was Global Head of Pricing in Syngenta and had various pricing leadership roles at Medtronic and Vendavo. Earlier Ian worked at McKinsey. He holds a Ph.D. in Physics from Harvard and a B.Sc. in Physics from Imperial College London.



**Ofer Levi**  
CEO, Power of Pricing

Ofer Levi, CEO of Power of Pricing, has helped many B2B companies improve their commercial policies. Previously Ofer was the Pricing Manager of ADAMA Europe. Ofer holds an MBA from INSEAD and a BBA from College of Management, Israel.

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