

# 9 THURSDAY, 28 NOVEMBER

09:00 - 16:30

Breakfast/Registration	08:00 - 09:00
<b>Workshops</b>	<b>09:00 - 16:30</b>
Morning Break	10:15 - 10:45
Networking Luncheon	12:00 - 13:00
Afternoon Break	14:45 - 15:15
Workshop Reception	16:30

LEVEL 600 COURSE | B2B AND B2C THEMED

## PRICING AND CORPORATE STRATEGY

To get pricing done right, companies must define the structure, routines, and culture of their organizations. Pricing teams must track pricing decisions from business strategy through pricing strategy, market pricing, and price variance policy all the way to price execution, including new offering development, the sales strategy, and international markets.

This workshop will share how leading firms are integrating different pricing and price management techniques throughout the corporation to maximize both growth and profitability. Attendees will learn to use the value-based pricing paradigm to drive pricing decisions across the entire organization. We will discuss in-depth how to define the structure, routines, and culture of the organization to drive value-based pricing orientation throughout all decisions that impact price capture.

This workshop will also explore how to transform the relationship between sales and pricing toward a mutually constructive goal of capturing profitable customers. We will discuss how to drive pricing decisions into new offering development in order to improve market acceptance and price capture on innovation – from the moment of launch through maturity. Attendees will learn how to utilize contextualization to appropriately set prices in international markets and construct successful market-entry strategies.

### ATTENDEES WILL LEARN:

How to use value-based pricing to drive pricing decisions across the organization

How to gauge the appropriate price response to a competitive threat

How to design your pricing council and pricing organization

### PRESENTED BY:



**Tim Smith, Ph.D., CPP**  
CEO, Wiglaf Pricing

Tim J. Smith, Ph.D., CPP is the founder and CEO of Wiglaf Pricing, an Adjunct Professor at DePaul University, the Academic Advisor to the PPS Certified Pricing Professional (CPP) program, and the author of **Pricing Done Right: The Value-Based Pricing Framework Proven Successful by the World's Most Profitable Companies** (2016) and the leading pricing textbook **Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures** (2012). He holds a BS and BA from Southern Methodist University, a PhD from the University of Chicago, and an MBA with high honors from the University of Chicago Booth School of Business.



**Kyle Thompson-Westra, CPP**  
Consultant, Wiglaf Pricing

Kyle Thompson-Westra, CPP is a consultant at Wiglaf Pricing where he is responsible for the data-driven research and analysis. His areas of expertise include pricing strategy, sales and marketing strategy, business development, business systems analysis, and project management. He holds an MBA with distinction in Business Strategy and Marketing Analysis from the Kellstadt Graduate School of Business at DePaul University and a BA in Political Science and Economics from Tufts University. Kyle is the author of **The New Invisible Hand: Five Revolutions in the Digital Economy** (2019).