

WORKSHOP 1

TUESDAY
OCTOBER 15
9:00am-4:00pm

CORE PRICING SKILLS

All other things remaining equal, successful price management will drive superior results compared to other business improvements, whether cost reductions (fixed or variable) or unit sales volume increase. If this is the case, why do so many companies diligently measure and manage against operational metrics while allowing such flexibility and lack of discipline in pricing policy?

Core pricing skills are encapsulated in four key buckets found along a firm's pricing journey: Price Strategy, Price Setting, Price Implementation, and Price Monitoring. We'll focus this workshop so participants are equipped to enhance their firm's capabilities across all four:

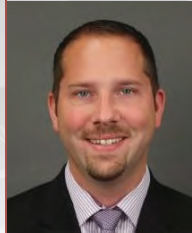
1. **Price Strategy:** Understand what kind of pricing your firm wants to enable, whether a "smart cost plus" or entirely value-based structure. Ensure that you appreciate competitive positioning and monetization models that align with corporate goals.
2. **Price Setting:** Align on frameworks that support product- and customer-specific pricing, and how customer segmentation will drive a consumer's willingness to pay. We'll also discuss the benefits of a price model in creating a systematic, reproducible approach.
3. **Price Implementation:** When price setting is formalized, it is up to Sales teams to extract value by realizing those prices in the market. We'll share guidelines for understanding and executing measurable initiatives to realize your product/service value.
4. **Price Monitoring:** A pricing infrastructure is critical to maintaining price integrity over time. This is best achieved through both a strong pricing governance structure as well as a set of KPIs developed and customized to manage a best-in-class pricing organization.

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

LEVEL 100 COURSE

B2B AND B2C THEMED

PRESENTED BY:



JAMES HOGAN

Director, Simon-Kucher & Partners

James Hogan is focused on developing and implementing top line corporate strategy for mid-market and large firms, domestic and multi-national. His expertise stretches across industries including Chemicals, Construction, Paper & Packaging, Automotive, and Healthcare and includes experience with pricing, go-to-market and growth strategy, and operations. James earned his MBA from UNC's Kenan-Flagler Business School and a Ph.D. from the University of Southern California.



CONSTANTIN KRENN

Manager, Simon-Kucher & Partners

Constantin Krenn is a Manager at Simon-Kucher & Partner's New York office. His areas of specialty include the energy industry, growth strategies, sales network optimization, and sales and pricing strategies. He earned his Master of Science in Business Analytics and Consulting from Warwick Business School and Bachelor of Science in International Business Administration from Vienna University of Economics and Business Administration.

ATTENDEES WILL LEARN:

- Understand why pricing is the most impactful profit lever a company has
- Align on a framework for value pricing, including detailed steps for strategy and process
- Improve upon price execution and share solutions to maintain price integrity

MORNING BREAK
LUNCH
AFTERNOON BREAK

10:15 am-10:45 am
12:00 pm-1:00 pm
2:15 pm-2:45 pm