

WORKSHOP 8



WEDNESDAY
OCTOBER 16
9:00am-4:00pm

LEVEL 400 COURSE

B2B THEMED

PRESENTED BY:

PRICE WITH A NEW PERSPECTIVE: When Internal Data Isn't Enough to Maximize Profit

Customers do business with you for one reason—because your offerings drive greater bottom-line financial value to their businesses than alternative solutions. To understand the complete financial value of your offerings, pricing teams must move beyond relying solely on internal, historical data and add the “outside-in” perspective of key customers. The result is a complete assessment of the value you deliver to your customer’s business and the ability to set a price that reflects that value and, thus, that the customer will recognize as fair.

Adopting the customer’s perspective also enables you to create new solutions that solve emerging customer needs that they may not completely recognize. Often, this does not require developing new products, but rather adding value-added services to existing solutions. When your internal teams understand how to drive improvement to your customer’s business, your entire organization can align around maximizing profits via reducing internal price negotiations, discovering hidden pricing potential and building strong partnerships with your key accounts. By removing the pricing ‘black box’ and providing the tools that enable sales to have meaningful value conversations with customers, you will improve price realization, achieve price-value alignment, and build pricing integrity for your products in the market.

ATTENDEES WILL LEARN:

- How to build a map of your customer’s business
- How to customize value messaging to key stakeholders
- How to strengthen customer relationships via value conversations



ELLEN QUACKENBUSH

Senior Value Expert
Holden Advisors

Ellen Quackenbush is the Senior Value Expert at Holden Advisors. Ellen has led pricing initiatives for multi-billion-dollar companies with experience across industries and countries to help companies improve profits through stabilized pricing integrity. Ellen received her MBA from MIT, Sloan School of Management, and leverages her experience in high tech and analytical approach to transform value opportunities into financial impact.



BRIAN DOYLE

VP, Holden Advisors

Brian Doyle, Vice President at Holden Advisors, has used change acceleration strategies and techniques to drive positive change in large and small companies resulting in over \$2B in additional revenue. As a certified Master Black Belt at General Electric and a Sales and Marketing leader at multiple firms, he knows how to improve processes and ensure the buy-in of key stakeholders. He has a bachelor’s in astrophysics from the United States Air Force Academy and a master’s in Engineering Systems Management from St. Mary’s University.

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

MORNING BREAK
LUNCH
AFTERNOON BREAK

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