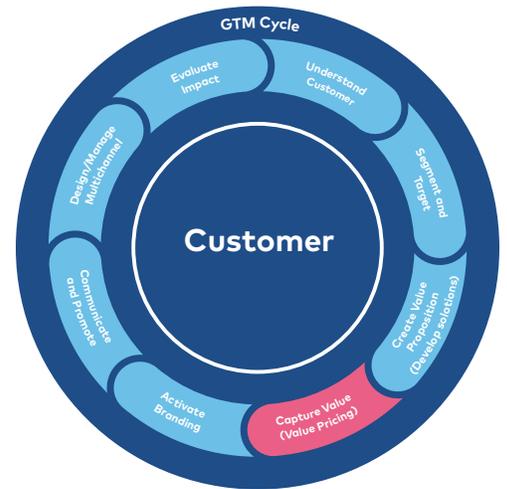


Marketing Excellence:

Pricing

Create alignment and a common marketing mindset and language



We believe that pricing is one of the most critical levers to use for increasing the profits of companies. By understanding the strengths and weaknesses of different pricing approaches and strategies, and by matching the pricing strategy to the overall strategy, companies can increase their business results. Identifying the value of a solution and translating it into a price ensures that your customers will feel happy paying your price for the value they're getting.

To successfully implement Pricing Excellence, you need to manage the following phases:

- Define a Pricing Strategy
- Set Value-Based Prices
- Execute Pricing
- Monitor Pricing

To define a pricing strategy, it is crucial to understand different types of pricing strategies and their effects. To set value-based prices, you need to consider the customer's needs and their willingness to pay. To execute and monitor pricing, it is essential to master negotiation techniques, associated psychological effects, and commercial terms. Throughout these phases, BTS focuses on the people side of pricing and helps to create alignment on the why of each phase. We guide customers in changing their ways of working and in building the capabilities that are necessary for executing a pricing strategy, and we help people understand why it is important to get a bigger picture of pricing.

Target Audience:

Marketing: Product Marketing, Brand Manager, Brand Strategist, Communications Manager, Insights Analyst

Sales: Account Manager, Customer Success, Interface Functions

Program Modules:

- Price Positioning
- Value-Based Pricing

Learning Objectives:

- a. Describe why pricing is a powerful lever for increasing the profit of companies.
- b. Connect the concept of customer value to pricing and know the necessary steps that lead from customer value to sustainable profit.
- c. Name the characteristics of different pricing approaches and strategies, and be able to present their advantages and disadvantages.
- d. Understand the importance of value in pricing and execute a great value-based pricing approach.
- e. Capture the maximum willingness to pay by gaining superior customer and competitor insights.
- f. Identify relevant key buying factors that drive the customer's purchase decision so you can evaluate your offering in comparison to that of the competition.
- g. Derive a Key Buying Factor Matrix and an aggregated evaluation of value in the form of a Price Value Map.

Key Differentiators

1. Leading-Edge POV on what marketers need today
2. Integrated with Seller & Buyer Cycle
3. People side of marketing: Tailored to your company's and people's needs and to personalizing the value
4. Customization for various industry and client needs
5. Research-based content
6. Virtual, in-person, and self-paced
7. Processes, tools, and application-oriented/experiential learning
8. Targeted, results-oriented learning journeys, supported by our impact maps and our unique approaches to measuring results
9. Go-Do's (on-the-job application of learnings)