

Executive Workshop

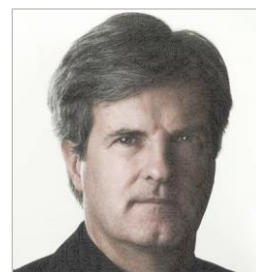
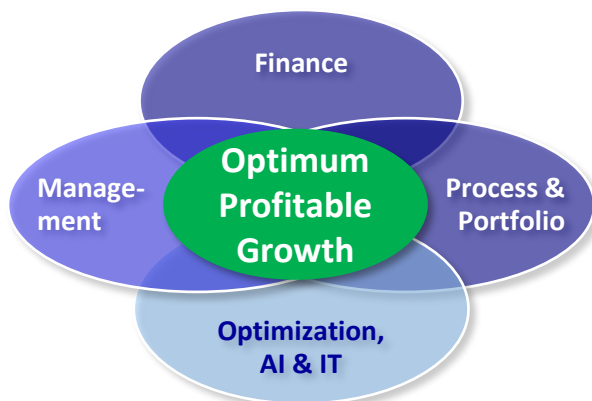


Profit & Pricing Management for **your** B2B Corporation

A ready-to-implement Profit & Pricing Management system & programme for your enterprise : developed together

Your B2B sales force can achieve profitable pricing through professional guidance on Profit & Pricing Management (Pro Pricing B2B) :

- Integrate your executive management team into the Pro Pricing B2B definition
- Follow proven workshop sequences
- Rely on professional methods of pricing management & optimization
- Define Pro Pricing B2B based on numbers, data and facts
- Use state-of-the-art digital tools from Analytics, ERP, CRM, CPQ, AI & Co
- Coverage : from Marketing & Sales to Corporate Finance, from Strategy to Ops
- Your individual management system for optimal profitable pricing
- Focus on implementation & realization, incl. immediate measures / fast track



Your expert
Prof. Dr.
Uwe Hilzenbecher

Method and results

Method

During this workshop a team consisting of

- your corporation's executive management
- Strategy B2B senior consultant

elaborates a ready-to-implement programme for the profit & pricing management of your B2B corporation (Pro Pricing B2B).

Results

- Ready-to-implement realization programme for the profit & pricing management (Pro Pricing B2B) of your corporation w.r.t. the functions
- Marketing, Sales, Finance, IT, Strategy
- Pro Pricing B2B management system & Tools
- Pro Pricing B2B program, project & work packages

Pre-Workshop

Duration : approx. 2 weeks

Preparatory work

- Signing non-disclosure agreement
- Delivery of digital data (ERP, CRM etc.)
- Delivery of further relevant information e.g. plans, methods, analysis etc.
- Digital Service 'Analyze – OptimAlze – Profitize' : from data to insights, actions & results
- Client support of interviews and of data and information harmonization

Workshop

Duration : 1 day

Profit & Pricing Management B2B – intro & primer

- Growth imperative • levers and drivers B2B pricing
- B2B pricing mgmt & control • pricing optimization
- Digital: Analytics, CRM, AI & Co • Pro Pricing system
- Pro Pricing implementation & realization • People

Preparatory work results – presentation

- Quantitative & qualitative B2B pricing analysis
- B2B pricing potentials, optima, strategies, mgmt
- Pro Pricing B2B program, project & work packages
- Discussion

Team works / group works

- Definition of group work themes w.r.t. Marketing, Sales, Pricing, Ops, Finance, IT, HRM, Strategy etc.
- Assisted team works / group works
- Team works / group works results presentations
- Discussion

Consolidation

- Pro Pricing strategy, scorecards and management
- Pro Pricing implementation & realization plan
- Pro Pricing B2B program, project & work packages
- Immediate measures / first steps
- Pro Pricing B2B implementation kick-off

Comment : the workshop agenda can be modified acc.to your requirements

Post-Workshop

Duration : approx. 1 week

- Completion & finetuning of workshop results
- Results documentation
- Pro Pricing B2B tools
- Finalization of realization plan 'Profitable Pricing for your B2B corporation'
- Profitable Pricing B2B management manual

Participants

- CEO, CFO, CSO, COO, CIO u.a.

Location

- Meeting room in your corporation, alternative:
- Business hotel of your choice, alternative:
- Business hotel in Überlingen / Lake Constance

Workshop type: exclusive as inhouse event

Workshop language : english

Strategy B2B (since 2002) provide optimum profitable growth for B2B enterprises powered by advanced analytics & artificial intelligence. From data to insights to actions in Marketing & Sales, Ops & Management to results and returns in Corporate Finance.