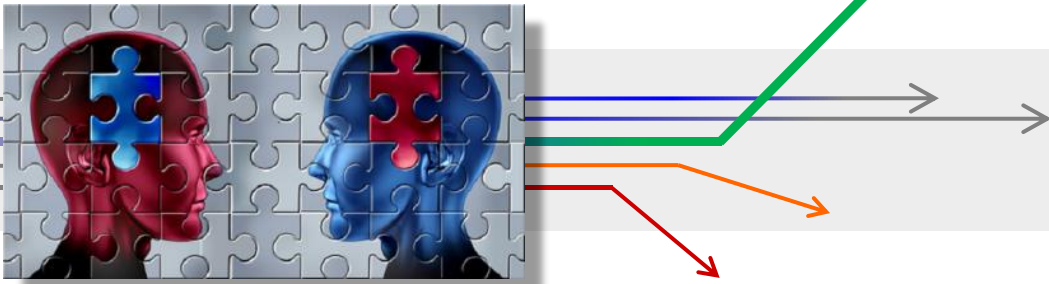


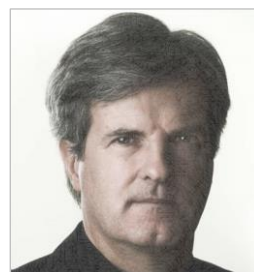
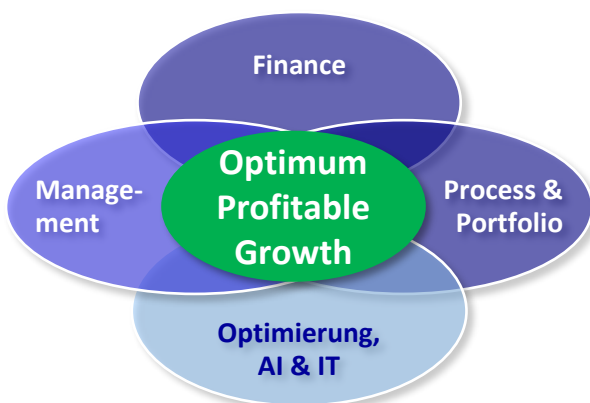
Executive Seminar / Webinar

Profit & Pricing Management for the B2B Corporation

**Tools & methods, systematics & strategies for the management
of optimum profit & pricing in the B2B corporation**

Professional know-how for profitable pricing of the B2B corporation :

- Profitable growth via profitable pricing : from status quo to top performance
- Elements of profitable pricing : pricing for value, segments, dynamics etc
- Effective pricing management methods : from conventional to professional
- Always on track : dynamic optimization of profitable pricing
- Digital pricing: from data to insights, actions & results with CRM, CPQ, AI & Co
- Pro method : Profit & Pricing B2B Management System (Pro Pricing B2B)
- Pro Pricing B2B System – implementation & realization
- Pro Pricing B2B – blueprints & case studies



Your expert
Prof. Dr.
Uwe Hilzenbecher

The programme (9:00 a.m. – 6:00 p.m.)**Session 1 : Profit & Pricing – Introduction**

- Value creation (VC) & profitable growth (PG)
- VC & PG – the drivers
- VC & PG – pricing as profit drivers
- From status quo towards top pricing performance

Session 2 : Professional Pricing – Primer

- Price-demand fct & willingness to pay, B2C vs B2B
- Pricing of H/W-, service- & digital products
- Segmentation, differentiation, pricing traps
- Value pricing, lifecycle pricing, dynamic pricing etc

Session 3 : Profitable Pricing in B2B

- Pricing management : traditional to professional
- Pricing effectiveness : from flop to top
- What works when and why and what doesn't
- Profitable pricing B2B: better OI & higher CM

Session 4 : Optimum Pricing in B2B

- (numeric / digital) optimization : a primer
- Dynamic optimization in B2B pricing
- Optimum OI + CM with B2B pricing optimization
- Pricing optimization in B2B – demo

Session 5 : Digital Pricing in B2B

- From data to insights, actions & results
- Data-driven pricing : big data & right data
- Analytics evolution : predictive, prescriptive & Co
- AI: powerhouse for optimum profitable B2B pricing

Session 6 : ,Pro Pricing B2B' Management System

- B2B pricing : management & strategy
- The Pro Pricing B2B management system
- Pro Pricing B2B interfaces to ops & finance
- Pro Pricing B2B system – demo

S 7 : ,Pro Pricing B2B' - Intro in the Corporation

- From status quo to productive Pro Pricing B2B
- Pro Pricing B2B project plan & roadmap
- IT integration: from ERP, CRM & Co to Pro Pricing
- Introduction & organisation of Pro Pricing B2B

S.8 : ,Pro Pricing B2B' – Blueprints & Case Studies

- Pro Pricing B2B blueprints
- Case study 1 : equipment industry
- Case study 2 : high-tech industrie
- Case study 3 : machine tooling industry

Seminar type: exclusiv as inhouse event

Booking form

Name, first name, title

Position, department

Company

Street

Postal code, town

Phone, fax

e-mail

Secretary, point of contact

Seminar date

Seminar location

Nuber of participants

Date, signature

Seminar language : english or german

How to sign in for you and your executive team :

- Please complete form (left) and e-mail it to us

Date

- Acc. To mutual agreement (also on weekends)

Event type and venue

- Life in your enterprise or in a business hotel
- Alternative : online as a webinar

Participants

- CEO, CFO, CSO, Sales Controller, CIO, BU lead
- **Documentation**
- All informations as electronic files (pdf, mp4)

Price

- Upon request

Questions and informations

- We are pleased to answer your questions regarding this inhouse executive seminar

Contact

- See bottom line

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.