

# PRICING

## THE PROFITS ENGINE



**PPS 22<sup>nd</sup> Annual Fall Pricing Workshops & Conference**  
**Caesars Palace, Las Vegas • October 25 - 28, 2011**

### 2-Day Workshops

2-Day Workshops plus your choice of 4 full-day programs covering a variety of topics including "Rebuilding the Profit Power of Pricing" Workshop with Mark Burton. *See pages 4-9.*



### Keynote Sessions:

World-renowned speakers sharing their insights on how you can improve your pricing effectiveness. Our closing keynote presenters will discuss strategic issues and latest trends in the discipline. *See pages 14, 15 & 23.*



### Executive Summit:

3rd Annual Pricing for Executives Summit — a full day of insights from Executives to Executives. Be sure not to miss this important event! *See pages 10-11.*



### Breakout Tracks:

A strong variety of expert opinions, interactive sessions and practitioner success stories all geared towards applicability in today's market conditions. *See pages 16-18 & 20-22.*



### Early Bird Offer:

Buy 2 Get 1 Free Early Bird Offer delivers a 3rd participant free of charge! How about inviting one of your Executives at no extra cost? *See page 27.*



**Register Online at: [www.pricingsociety.com/VEGAS2011](http://www.pricingsociety.com/VEGAS2011)**

# PRICING: THE PROFITS ENGINE

PPS 22nd Annual Fall Pricing Workshops & Conference • Caesars Palace, Las Vegas • October 25 - 28, 2011

WELCOME!

## Welcome to Las Vegas!

On behalf of the Professional Pricing Society's entire team, I am honored to be your host for our 22nd Annual PPS Fall Conference in Las Vegas. Our Fall Conference will get you up to date on the strategies, tactics, tools and resources needed to improve profitability and boost your pricing career.

The complete program is outlined in the following pages; please allow me to highlight some of the exciting features of our Conference: **4 Days of World-Class Pricing Knowledge:** We have 3 great options that begin on Tuesday, October 25. For those new to pricing, we strongly recommend Jim Saunders' 2-day workshop, "Core Skills: Practical Pricing Skills to Jumpstart Your Company's Pricing Process." Ron Baker's 2-day workshop, "Pricing in a Knowledge-Based Economy," will address the latest trends in pricing for those interested in increasing their skill set further. For those who want advanced mathematical tools, we recommend Walt Paczkowski's "Innovative Quantitative Techniques" workshop.

On Wednesday, October 26th, we have the continuation of the 2-day workshops, plus your choice of 4 full-day programs: Mark Burton's, "Rebuilding the Profit Power of Pricing" – Larry Montan's & Richard Brown's, "Beyond the Organization Chart: How to Structure and Organize your Company's Pricing Function" – Madhavan Ramanujam's, "Extracting Full Value from New Product Launches" – and our 3rd Annual Pricing for Executives Summit will feature Stephan Liozu, Kellie Ecker, Darren Huxel, Eugene Zelek, and Dick Braun for a full day of insights from Senior Executives.

Remember, all of our workshops contribute credits to those pursuing the Certified Pricing Professional (CPP) designation.

**Responding to Your Needs:** Our event continues on October 27th and 28th with a strong variety of keynote addresses, expert opinions, interactive sessions and practitioner success stories all geared towards applicability in today's market conditions. Julie Meehan, Georg Tacke, and Chris Provines will open the Conference with their insights on how you can improve your pricing effectiveness. Our closing keynote presenters, Craig Zawada and Tim Smith will discuss strategic issues and latest trends in the discipline.

So please join us for our expanded 22nd Annual Fall Conference in Las Vegas, where you can connect with your peers and gain the knowledge needed to increase your pricing expertise, as well as advance your career and company goals. We look forward to seeing you in Las Vegas!



Kevin Mitchell, President, Professional Pricing Society

## PPS: The Most Trusted Resource in the Pricing World



PPS carries on a long tradition of dedication to the global pricing community. More than 25 years ago, our Chairman and Founder Eric Mitchell officially created the Professional Pricing Society (PPS) to connect pricing practitioners, experts, and solution providers.

**The Voice of the Pricing Profession:** Since 1984, PPS has been the heart and soul of the pricing profession. Today, we continue to focus on bringing the pricing discipline's foremost thought leaders to our conferences, workshops and online courses, so our members can gather for learning, networking and sharing experiences.

Now, pricing people can advance their knowledge from anywhere in the world. In addition to world-class training and live events, PPS also provides access to the most valuable print and online resources in the pricing field. We publish the monthly **Pricing Advisor Newsletter** and the quarterly **Journal of Professional Pricing**, covering the latest topics and expert advice in the field. After all the changes and growth over the decades, PPS remains independent, unaltered, unbiased and true to our original mission – we are solely dedicated to nurturing the ever-growing community of pricing professionals.

**The Most Trusted Resource in the Pricing World:** The PPS network today includes 3,800 active members worldwide from more than 500 leading companies in 70 countries. PPS is widely recognized as the Home of Pricing. Currently, we produce three major annual pricing conferences in Europe and North America. Each conference assembles the finest specialists in the world to deliver the latest best practices, innovative trends and strategic skills in the pricing field. PPS also offers dozens

<b>FOUNDED</b>	<b>1984 BY ERIC MITCHELL</b>
<b>Members</b>	<b>3,814</b>
<b>Companies</b>	<b>534</b>
<b>Global Presence</b>	<b>70 Countries / 6 Continents</b>
<b>Events</b>	<b>3 Annual Pricing Conferences</b>
<b>Offerings</b>	<b>Certified Pricing Professional Pricing Training Workshops Online Pricing Courses</b>
<b>Other Services</b>	<b>16 Annual Publications Pricing Whitepapers Case Studies Webinars Annual Salary Survey</b>

of full-day training workshops every year, taught by leading pricing principals and academics.

**CPP – A Mark of Distinction for Pricers Worldwide:** PPS workshops are the foundation for the Certified Pricing Professional (CPP) designation, a multi-stage training curriculum designed to support, educate and elevate the global pricing professional. The CPP program has grown to become a mark of distinction for pricers worldwide, improving their knowledge and careers.

**PPS is here to serve you. We are the Home of Pricing!**

# Pricing Training: Certification Workshops & Online Courses

## CPP Training benefits your company and YOU!

The Professional Pricing Society is the only organization that exclusively supports professional pricers and has been for the past 25 years. We provide valuable pricing strategies, publications, research, and other pricing resources to thousands of members from leading industries in over 70 countries.

### Top 5 Benefits of CPP Pricing Education

#### 1. Best Practices from Top Pricing Experts

Our faculty represents the top minds in business and academia. All of our course materials are based on industry best practices, extensive applied experience, and practitioner success stories.

#### 2. Comprehensive Pricing Training

Some courses cover broader fundamental pricing strategies while others provide in-depth study of more advanced topics. All of our materials are designed to equip your department with the tools and concepts that will improve profitability.

#### 3. You Can Develop an Internal Pricing Culture

Quickly orient your employees to best pricing practices and help instill a structured approach to pricing within your company, creating a powerful internal culture of like-minded pricing experts for your firm.

#### 4. Rigorous Certification Process

In addition to completing 6 workshops and/or online courses, participants go through a rigorous certification process including an extensive 300 page study guide covering 14 essential pricing areas and online preparation sessions. For final certification, participants must pass a comprehensive 4-hour CPP Accreditation Exam. This is why the CPP certification is the most respected pricing credential in the world.

#### 5. You Can Bring Your Pricing Function In-House

Your firm knows its products, services, and strategies better than any external consultant. Empower your own organization with the knowledge needed to improve profits and minimize revenue leaks, while saving big on outside fees.

For more information about the Certified Pricing Professional program please visit the PPS website: [www.pricingsociety.com](http://www.pricingsociety.com) and click on CPP/Training

#### All Inclusive CPP Pricing Training and Certification Packages

PPS has assembled the NEW CPP Pricing Training and Certification Packages with you in mind! Here are some of the key benefits of buying these packages:

- You SAVE a significant amount of money
- You only have to ask for ONE APPROVAL from your boss or company budget
- You can now SCHEDULE your training at your convenience and get your CPP designation

The CPP program sets the industry standard for advanced pricing knowledge and expertise.

Please email us at [cpp@pricingsociety.com](mailto:cpp@pricingsociety.com) or call Julie Martin, our Director of Certification and Education, at +1.770.509.9933 if you would like help selecting the programs or courses that best satisfy your needs.



## Workshop Schedules • At A Glance

	Workshop 1 1 Day	Workshop 2 2 Days	Workshop 3 2 Days	Workshop 4 1 Day	Workshop 5 1 Day	Workshop 6 1 Day	Workshop 7 1 Day
<b>TUESDAY OCT. 25<sup>TH</sup></b>	Innovative Quantitative Techniques with Walt Paczkowski	Core Pricing Skills: Practical Pricing Skills to Jumpstart Your Company's Pricing Process with Jim Saunders (Part 1)	Pricing in a Knowledge-Based Economy with Ron Baker and Ed Kless (Part 1)				
<b>WEDNESDAY OCT. 26<sup>TH</sup></b>		Core Pricing Skills: Practical Pricing Skills to Jumpstart Your Company's Pricing Process with Jim Saunders (Part 2)	Pricing in a Knowledge-Based Economy with Ron Baker and Ed Kless (Part 2)	Rebuilding the Profit Power of Pricing with Mark Burton	Beyond the Organization Chart: How to Structure and Organize your Company's Pricing Function with Larry Montan & Richard Brown	Extracting Full Value from New Product Launches with Madhavan Ramanujam	3rd Annual Pricing for Executives Summit featuring Stephan Liozu, Kellie Ecker, Darren Huxel, Eugene Zelek, and Dick Braun

TUESDAY-WEDNESDAY, OCTOBER 25-26 • 2-DAY WORKSHOP

## Core Pricing Skills: Practical Pricing Skills to Jumpstart Your Company's Pricing Process

This program is intended as a workshop for Pricing Professionals to upgrade and sharpen their pricing skills. It will feature a live case study as we work through several important pricing decisions that a Pricing Manager might face over the course of a year. We will utilize several MS Excel models of which participants will receive copies following the course. This highly interactive and practical workshop follows the development and implementation of a new pricing strategy in the example case company. We will address product and service considerations for B2C and B2B companies.

**This workshop is delivered in five modules:**

### Module 1: A Practical Methodology for Price Setting

- How to quantify value in different types of business models
- Using proxies to set prices in different regions and segments

### Module 2: Developing a Data Driven Pricing Strategy Process

- How to assess your Pricing Power to guide the strategy by Segment
- Using the Pricing Strategy Playbook to reduce time to market and capture organizational knowledge

### Module 3: Selling a Change in Pricing Strategy...Internally and Externally

- Identifying stakeholders and understanding their perspective to build support
- Preparing the Sales Force for success

### Module 4: Monitor and Follow Up

- What indicators should you track to ensure the strategy is being implemented?
- How to build a process to keep the business on track
- Preparing for Pricing Software to accelerate the progression to higher levels of World-Class Pricing

### Module 5: Bringing It Back to the Office

- Taking stock – diagnosing problem areas and assessing capabilities
- Building the Pricing Team, how to prepare for success

### Attendees will learn:

- A practical methodology for Price Setting
- How to develop a data driven Pricing Strategy Process
- How to internally and externally communicate pricing changes
- Strategy and Processes for implementation maintenance



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### 2-Day Workshop Agenda

*(Daily agenda applies to every workshop)*

- 8:00 a.m. Breakfast / Registration
- 9:00 a.m. Workshop Begins
- 10:00 a.m. Morning Break
- 10:30 a.m. Workshop Resumes
- 12 Noon Lunch
- 1:00 p.m. Workshop Resumes
- 2:30 p.m. Afternoon Break
- 3:00 p.m. Workshop Resumes
- 4:00 p.m. Workshop Close

### Presenter: Jim Saunders

Pricing Management Practice Leader, Pricing Solutions Limited

Jim Saunders leads the Pricing Management practice at Pricing Solutions. His expertise covers industries as diverse as packaged goods, pharmaceuticals, transportation, financial services, and the media.

Jim joined Pricing Solutions after 12 years in management at two major international corporations. As Director of Finance for Nestlé's confectionery business, he was responsible for pricing. In that capacity, he led the implementation of several price increases, controlled a large discretionary trade spend budget, and improved equitability of pricing and trade programs across a range of trade channels.

In his position as Manager of Strategic Planning at Bombardier Aerospace, he was responsible for developing a radically redesigned process for development of new aircraft programs. Through transactional analysis, he has helped client's companies understand the behavior of their customers and develop effective bundles to capture share and increase profit.



### QR Codes?

1. Download a FREE QR Code reader on your Smart Phone (iPhone, BlackBerry, Android, others)
2. Scan QR Code with your Smart Phone to see a video about this session



TUESDAY-WEDNESDAY, OCTOBER 25-26 • 2-DAY WORKSHOP

# Creating and Capturing Value in an Intellectual Capital Economy



### Free Online Pricing Course!

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According to the World Bank, 75% of the world's wealth resides in human capital. We no longer operate in an industrial, or even a service, economy. This is the era of the knowledge economy, a term coined in 1959 by Peter Drucker, and concept leaders are still struggling with. How does a company go about pricing knowledge? This workshop will unlock some of the mysteries behind pricing knowledge based upon the value it creates, rather than its cost to produce. Since the pricing strategy of any organization is inextricably linked to its business model, this workshop is also designed to challenge some of the conventional wisdom that is a relic of an industrial, command-and-control era. If you are interested in exploring the possibilities of our intellectual capital economy, you'll find this presentation disruptive, evocative, and transformative.

### This workshop is delivered in five modules:

#### Module 1: Transforming from a Product or Service Organization to a Knowledge Organization

- Start with Why Exercise: The most important question your organization needs to answer
- A better business model: The four testable assertions
- The Trading Game: How exchange creates wealth and happiness

#### Module 2: From Cost-Plus Pricing to Pricing on Purpose

- The first law of marketing
- What and how people buy
- Eight steps to implementing Value Pricing
- How behavioral economics impacts pricing
- The ethics of price discrimination

#### Module 3: From Efficiency to Effectiveness

- The difference between Key Performance Indicators and Key Predictive Indicators
- How many KPIs does your organization need?
- Managing by results vs. managing by means
- Increasing knowledge worker effectiveness
- The seven moral hazards of all measurements

#### Module 4: From Revenue to Profit

- Where does profit come from?
- Baker's Law: Bad Customers Drive Out Good Customers
- The 80/20 and 20/225 Rules, and The Whale

#### Module 5: From Capacity to Intellectual Capital

- Effective project management
- Replacing the performance appraisal
- After action reviews
- Using the knowledge matrix
- Drucker's Manager's Letter
- Compensating knowledge workers

#### Attendees will learn:

1. The most important question your organization needs to answer
2. The foundations for creating and capturing value in an intellectual capital economy
3. An eight-step model to implement Pricing on Purpose, including strategies from Behavioral Economics



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## Presenter: Ronald Baker

Founder, VeraSage Institute

Ronald J. Baker started his career in 1984 with KPMG's Private Business Advisory Services in San Francisco. Today, he is the founder of VeraSage Institute, a think tank dedicated to educating professionals around the world.

He has been an instructor with the California CPA Education Foundation since 1995 and has authored fifteen courses for them. He has also been named as one of the Top 100 Most Influential People in Accounting Today.

He is the author of six books, and his most recent one being **Implementing Value Pricing: A Radical Business Model for Professional Firms**.

He graduated from San Francisco State University, with a Bachelor of Science in accounting and a minor in economics. He is a graduate of Disney University and Cato University.



## Presenter: Ed Kless

Senior Director of Partner Development and Strategy, Sage Business Solutions

Ed Kless develops and delivers curriculum for Sage Business' partners on the art and practice of small business consulting, including the Sage Consulting Academy, Business Strategy and Customer Experience Workshops. He serves as liaison to the Sage Leadership Academy Alumni Association.

Ed has contributed articles to the Journal of Accountancy, Harvard Business Review and HR.com, has spoken at many conferences worldwide on project management, pricing, and knowledge workers, and is a senior fellow at the VeraSage Institute. He lives north of Dallas with his wife and two children, and ran for the Texas State Senate in 2010.



2-DAY WORKSHOP

TUESDAY, OCTOBER 25 • 1-DAY WORKSHOP

## Innovative Quantitative Techniques for Estimating Elasticities

A key business question is always: "What do I charge?" The heart of the answer is price elasticities. But this begs three leading questions. Why are they important? Where do they come from? How are they used?

This workshop will answer these three leading questions. It will explain methods for estimating and using elasticities to answer the key business question. It's meant for analysts, the doers charged with estimating and calculating what to charge, so it's short on strategic content but long on techniques – the mathematics and statistics. It will give analysts more than a superficial understanding of methods; they need details because they're charged with working with data and estimating models. Those wanting a superficial understanding typically only want to know enough to feel comfortable with what they're told about elasticities; they're the decision makers, not the doers. This technical workshop is for the doers.

This workshop is delivered in 4 modules:

### Module 1: Elasticities — The Key to Pricing

- Measuring the Effect of a Price — The Elasticity Concept
- The Many Faces of Elasticities — Extensions to the Concept
- Using Elasticities — Elasticities and Revenue

### Module 2: Regression Models and Elasticities

- A Modeling Framework
- Regression Model Basics
- Estimating Price Elasticities Different Ways

### Module 3: Discrete Choice Models — Background and Design

- Why Use Choice Models?
- Choice Model Basics — What is Estimated?
- Choice Models vs. Conjoint Models – Choice is Better
- Design Issues – Dealing With Price

### Module 4: Elasticities, Willingness-to-Pay, and Simulation with Choice Models

- Back to Elasticities
- How Much Will People Pay?
- Building Simulators that Work

### Attendees will learn:

- The fundamental economic concept of an elasticity
- How to interpret elasticities for pricing
- Two ways to estimate elasticities
- How to use elasticities for pricing



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"PPS continues to push the envelope with refreshing intellectual content and assembles best in class practitioners... helping my team take our performance to the next level..."

— Harold Peck,  
Vice President of  
Strategic Pricing,  
Cardinal Health

## Presenter: Walter R. Paczkowski, Ph.D.

*Data Analytics Corp. and Rutgers University*

Walter R. Paczkowski has a Ph.D. in economics from Texas A&M University concentrating in econometrics and statistics. After receiving his degree, Dr. Paczkowski worked in various quantitative positions at AT&T, such as business research and forecasting, as well as applying advanced modeling methodologies to solve business problems. He worked for many years at AT&T Bell Labs' Consumer Lab division where he used advanced statistical techniques, such as conjoint, discrete choice, and latent class analysis to identify consumer preferences and willingness-to-pay for new telecommunications services.



Dr. Paczkowski founded Data Analytics Corp. in 2000 focusing on quantitative market research and pricing problems for industries, such as banking, beverages, direct marketing, entertainment, food, insurance, jewelry, package goods, pharmaceuticals, and publications. He is currently an adjunct professor of economics at Rutgers University (teaching econometrics) and was formerly an adjunct professor of mathematics and statistics at The College of New Jersey (teaching statistics).



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WEDNESDAY, OCTOBER 26 • 1-DAY WORKSHOP

# Rebuilding the Profit Power of Pricing

The recession has left companies tight on resources and weak in pricing power. Volumes are starting to return, but at lower prices. Competition is increasing as companies vie in a market-share grab. Costs continue to be unpredictable and volatile. These dynamics are putting increasing pressure on pricing departments.

Attendees of this workshop will learn the key tenets of good pricing process and the tools they can use immediately to help them rebuild pricing power. Based on the bestselling book **Pricing with Confidence**, Mark Burton will discuss proven techniques to limit discounting, price to capture value, and help sales with tough procurement negotiations.

### Topics of Discussion:

- **Rule 1:** Replace the Discounting Habit with a Little Arrogance
- **Rule 2:** Understand the Value You Offer to Your Customer
- **Rule 3:** Apply One of Three Simple Pricing Strategies
- **Rule 4:** Play Better Poker with Customers
- **Rule 5:** Price to Increase Profits
- **Rule 6:** Add New Products and Services that Give You Negotiating Flexibility and Growth
- **Rule 7:** Force Your Competitor to React to Your Pricing
- **Rule 8:** Teach Your Sales Force and Managers to Negotiate with Value
- **Rule 9:** Take Simple Steps to Move from Cost-Plus to Value-Based Pricing
- **Rule 10:** Price with Confidence

### Attendees will learn to:

- Understand where and how to start your pricing analysis to get fast results for your company
- Improve strategic and tactical decision-making
- Help salespeople be more effective in negotiating with Poker Players
- Enroll executives in supporting pricing initiatives



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1-DAY WORKSHOP

## Presenter: Mark Burton

Co-founder & Vice President, Holden Advisors

Mark Burton is co-author with Reed Holden of the book **Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table**. He is co-founder and Vice President at Holden Advisors where he runs the firm's consulting organization. His seventeen years of experience in the field of pricing have led him into virtually every industry. In recent years, he has focused his efforts on advising firms in high technology, business services, software and data services, and manufacturing.



Mark's opinions on pricing strategy are widely sought after; he writes on pricing innovation, pricing risk in service offerings and improving price performance. His articles appear in *Marketing Management*, *The Journal of Professional Pricing Society*, and the *Journal of Financial Transformation*. Follow his blog at <http://markburton.wordpress.com/> and Twitter @M\_R\_Burton.

## 1-Day Workshop Agenda

(Daily agenda applies to every workshop)

- 8:00 a.m. Breakfast / Registration
- 9:00 a.m. Workshop Begins
- 10:00 a.m. Morning Break
- 10:30 a.m. Workshop Resumes
- 12 Noon Lunch
- 1:00 p.m. Workshop Resumes
- 2:30 p.m. Afternoon Break
- 3:00 p.m. Workshop Resumes
- 4:00 p.m. Workshop Close



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WEDNESDAY, OCTOBER 26 • 1-DAY WORKSHOP

## Beyond the Organization Chart: How to Structure and Organize your Company's Pricing Function

The growing recognition of pricing's business impact has placed the Pricing Profession on the same trajectory that other professions — such as supply chain, IT and quality — followed in the past: from an informally managed, fragmented function to a rigorous business discipline with an acknowledged need for organizational infrastructures to manage it. As more companies value pricing's strategic importance, the pricing organization is becoming a common feature of the corporate landscape.

However, in many companies the pricing function has evolved from a haphazard mix of various structures over time, based on people and politics, and short term thinking. The downside to this is a pricing function and pricing talent that may be too "siloeed", too "fragmented", or too internally focused to deliver results.

Redrawing the "boxes" of the pricing organization — the organizational charts that make up the pricing function — is an intriguing exercise, but won't deliver results. The design of the pricing function has to be accomplished in light of the right decision authority, reporting relationships, centralization vs. decentralization, skill requirements, governance and key performance metrics.

### Attendees will learn:

- How to effectively structure and manage their companies pricing function
- Diagnosing common issues and barriers to pricing function performance
- Understanding the role that culture plays in structuring a pricing function
- Alternative pricing organization structures
- Best practices in pricing organization design
- Establishing the right types of roles and responsibilities
- Core competencies and skills required for a successful pricing organization
- Four step process for designing/re-designing a pricing function
- Determining the right set of processes, decisions, authority and governance needed to operationalize the pricing function
- Managing pricing talent
- Future trends in pricing organization structure



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### Presenter: Larry Montan

*Director, Pricing and Profitability Management Practice, Deloitte Consulting*

Larry leads Deloitte Consulting's Pricing Organizational Effectiveness area and he has over 24 years of experience working with sales and marketing organizations in the areas of customer profitability, pricing, and sales & marketing effectiveness.

His areas of expertise include sales force productivity, account management, opportunity management, selling skills & competencies, sales training, compensation, performance metrics, organization structure, sales management processes, sales deployment/coverage and leadership.

He is also a frequent speaker for the Professional Pricing Society on topics ranging from "Successful Adoption Practices in Pricing Transformations" to "Aligning Sales Incentives with Price Execution" and "Is there a Career in Pricing?"



### Presenter: Richard Brown

*Manager of Sales Effectiveness, Deloitte*

Rich Brown is a Manager in Deloitte's Pricing & Profitability practice, with a focus on Sales Effectiveness. He advises global Sales Executives on the development and most importantly, the successful execution, of their go-to-market strategies to deliver revenue and profitability improvements.

Recently, Rich was responsible for establishing and implementing a global beverage company's pricing & profitability organization, as well as their future processes across sales, finance, marketing, HR and IT. The client has captured hundreds of millions of dollars in value from this transformational effort. Additionally, he worked with the global sales council of a large consumer products company to deliver over \$75 million in profitability improvements.

He has worked in international markets throughout North America and Europe, including the USA, Mexico, UK, France, Germany, Belgium and the Netherlands.

Rich holds an MBA from the University of California, Berkeley.





WEDNESDAY, OCTOBER 26 • 1-DAY WORKSHOP

# Extracting Full Value from New Product Launches: New Framework for New Product Pricing

Pricing new products has always been a challenge. Short product lifecycles, highly dynamic market conditions, global market pressure, new pricing models and changing accounting rules have all further contributed to pricing complexity. The net result is that many companies have failed to systematically capture full value for their innovations. It's time for that to change! If you employ the right mix of methods to triangulate on an optimal "price" then new product launches can achieve higher margins, revenue and growth. No ONE pricing method provides all the "right" answers — especially for new products! Pricing also needs to be considered at all stages of a new product development process, starting from the R&D stage all the way through post-launch. In this workshop we will do a deep dive on each stage of a new product development process and identify the tools and practices best-in-class companies utilize to extract full value.

This workshop is delivered in three modules:

### Module 1: New Product Pricing Introduction

### Module 2: Pricing Activities and Methods in R&D and Pre-launch stage

Sample topics: Key Challenges, Key Risks, Research and Development, Quantified "willingness to pay", Quantified value using ROI analysis

### Module 3: Pricing Activities and Methods in Launch and Post-launch stage

Sample topics: Key Challenges, Key Risks, Use of multiple KPIs to track pricing performance, Win/loss analysis to optimize price by segment

### Attendees will learn:

- The unique new product pricing issues facing sales, marketing and pricing professionals
- How to lay out a comprehensive, holistic process for new product pricing.
- The best practices, tips & tricks, and mini case studies (from several industry verticals) that cover the full range of the process, from whitespace analysis through launch price optimization to post-launch price monitoring and adaptation.



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## Presenter: Madhavan Ramanujam

Director, Simon - Kucher & Partners LLC

Madhavan Ramanujam has worked in consulting for over 9 years with a focus on business processes, strategy, optimization and analytics.

Madhavan is a Director at SKP in the Technology practice. At SKP, his areas of expertise include pricing processes, new product pricing, price optimization, price implementation, and competitive strategy. Madhavan has successfully designed and analyzed many large scale research studies to quantify price thresholds, willingness-to-pay, and likely usage for new solution bundles.

Prior to SKP, Madhavan worked for i2 Technologies for over six years. As a Product Manager, he managed a team of software developers to conceptualize, design and roll out a new optimization software that enables efficient assortment planning. In his role as a Technical Solution Architect, Madhavan led several business / IT requirements projects that covered areas of pricing, channel fulfillment, promotions, forecasting, inventory management and logistics.

Madhavan earned a Master's in Business Research with a focus in Marketing from the Stanford Graduate School of Business (GSB). He was one of the recipients of the Stanford GSB fellowship that is awarded to the top 5% of applicants. He also has a Masters in Management Science from Stanford and a Masters in OR from Kansas State University. He received his Bachelors of Technology from IIT, in India.



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## Pricing For Executives Summit • October 26, 2011

8:00 – 9:00 AM REGISTRATION/BREAKFAST

9:00 – 10:00 AM The 5-C Model for Value-Based Pricing Transformation

As a PhD candidate, Stephan Liozu studied the organizational and behavioral factors influencing the firm's adoption of a primary pricing orientation. The results of his initial inquiry suggested that the transformation from cost-based or competition-based to value-based pricing required deep change and the combination of 5 C's: change, champions, capabilities, confidence and center-led pricing management. Firms that underwent this transformation required an organizational mobilization that would last an average of 5 to 7 years.

Ardex Americas embarked in the transformation process of its pricing orientation in 2008. During this presentation he will introduce the various steps of this transformation, how the journey is going, and what lies ahead.

### Attendees will learn:

- 5-C model for value-based pricing transformation as well as present Ardex Americas' transformation case study
- New and exciting findings from academic research on how to transform primary pricing orientation
- Practical ways and tips to make this transformation successful
- The CEO perspective on the importance of pricing and having the right pricing orientation

Speaker: **Stephan Liozu, CPP**, President & CEO, Ardex / W.W. Henry Company

Stephan has extensive international business and pricing experience and has more than 15 years of professional experience in the industrial and building materials sectors. Before joining Ardex, Stephan served as the VP and General Manager of Freudenberg & Company. He has also worked The Saint-Gobain Group and Owens Corning.

Stephan Liozu holds an MBA in Marketing from Cleveland State University, a European Master degree from Toulouse IAE School of Management in France and attended The General Management Program at Harvard Business School.

Stephan achieved his Certified Pricing Professional designation from The Professional Pricing Society in 2009



10:00 – 10:30 AM Morning Break

10:30 – 11:15 AM Choosing the Right Type of Pricing Organization for Your Company

As more companies decide to invest in the creation or development of a pricing function, it becomes clearer that not all companies need the same type of pricing organization model.

A highly centralized model assures control, but may sacrifice needed flexibility in a competitive market. A decentralized model will mean each local market will be able to set policy and processes, but the tradeoff can be lack of coordination and effectiveness for complex or multi location projects.

The organization model will influence the long-term success of any pricing initiatives, and impact of the pricing team. It is important to consider the company goals and identify the unique challenges a company faces in pricing. This will help put in place a structure that best suits a company's needs.

### Attendees will learn:

- Four types of pricing organizational models

- What should be considered in deciding which is right for your Company
- Adapting the structure as the needs of the company change

Speaker: **Kellie Ecker, CPP, VP**, Head of Corporate Pricing, Institut Straumann AG

Kellie Ecker is based in Basel, Switzerland where she leads a global pricing division. Prior to joining Straumann, she was Pricing Director EMEA for Covidien in France and worked with Beckman Coulter and DHL.

Kellie received her MBA from University of Houston - Clear Lake and a BA from Bethel College, Kansas. She is also trained as a 6 Sigma Black Belt and has a Certificate in International Business from Boston University - Brussels.

She achieved the Certified Pricing Professional designation from the Professional Pricing Society in Fall 2008.



11:15 AM – NOON Juxtapose Engineers with Pricing Practitioners

Interdepartmental relations can be complex and demanding in large corporations. For example, the primary objectives of engineers and pricing practitioners are typically diametrically opposed to each other. As a result, price management is all the more challenging in companies that rely heavily on engineering groups to drive product innovation.

This session will provide a practical framework that can be implemented quickly to help these groups work more effectively together. Joint teamwork is increasingly important as more emphasis is being placed on pricing departments and their relations with other groups. Top executives who can fully understand this process will bring unparalleled results and improvements to their businesses.

### Attendees will learn:

- How to build a cross-functional team and proactively manage the relationship with engineering
- How to identify the tools necessary to deploy effective pricing practices
- How to go about implementing a pricing IT ecosystem that delivers results that are both measurable and sustainable



### Free Online Pricing Course!

Each Executive Summit Attendee will earn 1 credit towards their CPP designation plus receive 1 Online Pricing Course at no additional charge!



Speaker: **Darren Huxol, VP** of Marketing Operations Leader, GE Aviation  
 Darren is the VP of Marketing Operations Leader at GE Aviation, a \$20 billion organization focused on industry leadership in Aerospace Jet Engines (Commercial Business and General Aviation, Military) and Major Aircraft Systems (Electrical Management).  
 Prior to joining GE Aviation, Darren served as the VP/CMO of Global P&C Reinsurance Employers Reinsurance Corporation, a \$10 billion Global P&C Reinsurer. He was promoted from VP/CMO of P&C Reinsurance, North

America ERC to Corporate Risk Manager of North America ERC.  
 He also has experience as the Chief Financial Officer for GE Nuclear Services, a \$5 billion organization focused on the development and servicing of nuclear power plants. Darren has 20 years experience with GE and has a BS in Finance from Missouri State University.



12:00 NOON Lunch

1:00 – 1:45 PM Legal Tools Executives Can Use to Improve Pricing Performance

While changes in the law have provided unparalleled pricing freedom, the legal parameters in this area are often misunderstood and frequently misapplied. As a result, outdated rules of thumb applied throughout the organization prevent the use of powerful tools by management seeking to improve pricing performance.

Gene Zelek, an experienced pricing attorney and former marketing manager, will focus on what companies can do, rather than what they cannot. Real-world case studies will be used to dispel common legal myths and provide no-nonsense guidance that executives can actually use.

Attendees will learn:

- Why "Fair and Equitable" Treatment is not, and never was, required
- The trend toward greater legal flexibility and what it means
- Why resale price setting is lawful in the U.S.
- A menu of useful options to influence or set resale prices
- Effective price signaling
- Predatory pricing and predatory buying as lawful tools

Speaker: **Eugene F. Zelek, Jr.**, Partner and Chair, Antitrust & Trade Regulation Group, Freeborn & Peters LLP

Eugene F. Zelek, Jr. specializes in marketing and trade regulation law. He previously practiced marketing law with an international law firm and The Quaker Oats Company before becoming a marketing manager with shared responsibility for Quaker's Cap'n Crunch® cereal and Chewy Granola Bars.



Working on behalf of a wide variety of leading consultants and companies throughout the world, Gene has developed extensive counseling, transactional and litigation expertise in antitrust, pricing and distribution, as well as branding, licensing, strategic alliances, supply relationships, mergers and acquisitions, advertising, new product development, complex contracts and other marketing matters for both industrial and consumer businesses.

1:45 – 2:30 PM Changing a Company's Pricing Culture

Speaker: **Dick Braun**, Corporate Vice President of Strategic Pricing, Parker Hannifin Corporation

Ten years ago Parker Hannifin, then a \$6 billion diversified B2B manufacturer, created the Win Strategy, which focuses on improved value creation through superior customer service, enhanced customer specific value added services and the creation of innovative new products.

Today you can learn the same strategies that helped Parker increase sales by 55% percent and improve earnings by 95% percent. Included in the Win Strategy is the creation of Parker's strategic pricing program, a rarity among industrials at that time. The pricing program contributed significantly to Parker's margin growth rate during all phases of the recent economy. This discussion will help you understand how to improve value capture, develop strategies that work in an intensely competitive environment, as well as grow the top line and bottom line through systematic management of prices.

Attendees will learn:

- How to start and structure a pricing program
- Effective change management methods to employ
- Ways to obtain leadership buy-in

- How to increase sales force interaction in pricing discussions
- Ways to create sustainable pricing process improvements
- Use of the latest technology, data analysis and tools to find earned price inelasticities

Speaker: **Dick Braun**, Corporate Vice President of Strategic Pricing, Parker Hannifin Corporation

During his 24 year GE career Mr. Braun has held positions in the Aircraft Engine, Power Systems, Advanced Materials and Lighting Business. At Parker Hannifin he develops and leads the company's pricing program. Previously he led the global, multi industry pricing program which has significantly contributed to Parker's earnings growth from \$345MM in FY 04 to \$554MM in FY 10.



During the current major recession he enabled an excellent marginal return on sales and maintained excellent margin rates. Dick's work was detailed in the Wall Street Journal feature article "Seeking Perfect Prices, CEO Tears up The Rules" in 2007. Dick Holds a BA in Economics from Wittenberg and an MBA from Xavier University.

2:30 – 3:00 PM Afternoon Break

3:00 – 4:00 PM Executive Summit Presenters Panel



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## General Sessions THURSDAY, OCTOBER 27, MORNING – Pages 14 & 15

7:00 a.m.	<b>Registration / Breakfast</b>	
8:00 a.m. PPS E-Ticket	<b>Welcome and Networking</b>	Kevin Mitchell, President, Professional Pricing Society
8:15 a.m. PPS E-Ticket	<b>KEYNOTE — Unintended Consequences: Understanding and Managing the Pricing Ripple Effect</b>	Julie Meehan, Senior Manager, Deloitte Consulting LLP
9:15 a.m.	<b>Networking Break/Sponsor Hall and Bookstore Open</b>	
10:00 a.m. PPS E-Ticket	<b>KEYNOTE — The Ultimate Test for Your Price Performance: How Inflation Can Change the Role of Pricing</b>	Dr. Georg Tacke, CEO, Simon-Kucher & Partners
11:00 a.m. PPS E-Ticket	<b>KEYNOTE — Pricing 3.0: Evolving Pricing and Value into a Strategic Capability</b>	Christopher Provines, VP of Global Strategic Pricing
12:00 p.m.	<b>Lunch</b>	

## Breakout Tracks THURSDAY, OCTOBER 27, AFTERNOON – Pages 16-18

	<b>PRICING PRACTITIONERS TRACK</b>	<b>PRICING EXPERTS TRACK</b>	<b>TOOLS AND TECHNIQUES TRACK</b>
1:00 p.m.	<b>The Truth of the Pricing Revolution: It Is Not About Pricing</b> Wilbur Reid, CPP, Director of Strategic Pricing, Fortune 500 Distributor	<b>Why Should I Listen to You: The Sales Person's Perspective on Price Managers</b> Speaker: Carolyn Holden, Co-founder & President, Holden Advisors	<b>Leading Pricing Practices for Technology Solutions</b> Jenny Bhatt, Senior Manager, Accenture Management Consulting
2:00 p.m.	<b>NETWORKING BREAK/SPONSORSHIP HALL AND BOOKSTORE OPEN</b>		
2:30 p.m.	<b>Myth Busters: Competitive Pricing Dynamics</b> Nelson Hyde, Manager, Pricing Strategy, Philips Healthcare	<b>Delivering Measurable Results through Pricing</b> Gagan Chawla, Associate Partner, Monitor Group	<b>Everything You Thought You Knew About B2B Pricing Is Wrong!</b> Barrett Thompson, Director of Pricing Excellence, Zilliant, Inc.
	<b>5 MINUTE BREAK</b>		
3:35 p.m.	<b>B2C Insights For B2B</b> Wes Woolbright, CPP, Director, Safeway	<b>Using Virtual Markets to Offset Data Inconsistencies</b> Vernon E. Lennon, III, Principal & CEO, The Pricing Cloud LLC	<b>The Analytics Effect: How New Analytics Firepower is Changing the World of Pricing and What You Should Be Doing About It</b> Ranjit (Jit) Singh, Principal, Deloitte Consulting
4:35 p.m.	<b>SPONSOR HALL OPEN AND INFORMAL NETWORKING SESSION</b>		
6:00 p.m.	<b>CONFERENCE RECEPTION SPONSORED BY:</b>		

# Breakout Tracks **FRIDAY, OCTOBER 28, MORNING** – Pages 20-22

	PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK
<b>7:00 a.m.</b>	<b>BREAKFAST</b>		
<b>8:00 a.m.</b>	<b>Change Management and the Metrics for Success</b> <i>Michael Davis, Global Manager of Pricing – IT, Tyco Electronics</i>	<b>The Corporate Responsibility Argument for Embracing Strategic Pricing</b> <i>Adrienne Gordon, Sole Proprietor, Consultant</i>	<b>Dissecting Your Customer with Razor Sharp Research Insights</b> <i>Greg Thomas, Practice Leader Pricing Research, Pricing Solutions Limited</i>
<b>9:00 a.m.</b>	<b>NETWORKING BREAK/SPONSOR HALL AND BOOKSTORE OPEN</b>		
<b>10:00 a.m.</b>	<b>Bid Desk Management: Lessons from the Trenches</b> <i>Steve Kemp, CPP, Director of Pricing &amp; Profitability, NIBCO, Inc</i>	<b>Games People Play: Aligning the Whole Team to Improve Pricing</b> <i>Bob Sherlock, President, Marketwerks, Inc.</i>	<b>Capturing Profit through Behavioral Segmentation in Business Markets</b> <i>Brian Sharp, Vice President, Holden Advisors</i>
	<b>5 MINUTE BREAK</b>		
<b>11:00 a.m.</b>	<b>Form and Function of a Pricing Committee</b> <i>Darryl Smith, CPP, Pricing Strategy Manager, Farm Credit Canada</i>	<b>Customer Centric Pricing</b> <i>Daniel Rueda, President, Open Pricer</i>	<b>Beyond Price: How to Quantify the Value of the Customer Relationship</b> <i>Dean Baker, Director, Quantalyst Consulting, LLC</i>
<b>Noon</b>	<b>LUNCH</b>		

# General Sessions **FRIDAY, OCTOBER 28, AFTERNOON** – Page 23

<b>1:00 p.m.</b> PPS E-Ticket	<b>KEYNOTE — Pricing: From “Good to Great”</b>	<i>Craig C. Zawada, Senior Vice President, Pricing Excellence, PROS Pricing</i>
<b>2:00 p.m.</b> PPS E-Ticket	<b>KEYNOTE — Codifying the Gains of the Renaissance in Pricing</b>	<i>Tim Smith, Managing Principal, Wiglaf LLC</i>
<b>3:00 p.m.</b>	<b>Conference Close</b>	



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**PPS E-Ticket** →  
 your virtual access



You don't have to miss this year's PPS Fall Pricing Conference in Las Vegas.

PPS is offering Live Virtual Access to the Conference so you can attend virtually from the comfort of home or office. All Sessions broadcasted LIVE will also be available On-Demand after the conference.

Look for the PPS E-Ticket symbol for all the Las Vegas Keynote Presentations!

7:00 AM Registration / Breakfast

8:00 AM Welcome and Networking  PPS E-Ticket

Kevin Mitchell, President, Professional Pricing Society

8:15 - 9:15 AM KEYNOTE  PPS E-Ticket

## Unintended Consequences: Understanding and Managing the Pricing Ripple Effect

Speaker: **Julie Meehan**, Senior Manager, Deloitte Consulting LLP

Anyone who's worked in pricing long enough knows that the price itself is only one small part of a much larger effort – it just happens to be the most visible component. Behind the scenes, price lies at the center of a web of connections between technology, processes, people, partners, suppliers, customers, and even the competition. When you adjust the price, it can have a sweeping effect on the entire web; and those effects can be far reaching, long lasting, and severe. Since pricing is dynamic, actions taken now will affect future results.

Companies that effectively manage price understand the ripple effect that a change in one component can have on the entire organization and overall business performance. Those companies make deliberate decisions and anticipate the consequences, thus setting themselves up for sustained growth.

### Attendees will learn:

- Observations and lessons from companies that have experienced unintended consequences
- Insights from companies who effectively manage the pricing ripple effect
- A framework for managing the connections in the pricing web

**Julie Meehan** is a Senior Manager in Deloitte's Pricing & Profitability Management Practice. She has over 12 years of experience in strategy development and operational improvement including profit enhancement through pricing. Julie's areas of expertise include life sciences, consumer packaged goods, distribution, chemicals, manufacturing, and automotive industries. Her work includes developing pricing and sales channel strategies, improving price execution capabilities, redesigning pricing processes in marketing/sales/finance, and performing in-depth analytics to diagnose and remedy issues related to poor profitability.

Julie has also served as Deloitte's Pricing & Profitability Management practice Chief of Staff and leads Deloitte's Pricing Center of Excellence, which focuses on tracking industry pricing trends, providing client pricing subject matter expertise, and developing firm training and research.

Julie is also the lead author of Pricing and Profitability Management: A Practical Guide for Business Leaders (John Wiley & Sons, 2011).

Julie received an International MBA from the University of South Carolina and Luigi Bocconi in Milan, Italy, and an undergraduate degree from the College of William and Mary in Williamsburg, VA.

9:15 AM Networking Break/Sponsor Hall and Bookstore Open

10:00 AM KEYNOTE  PPS E-Ticket

## The Ultimate Test for Your Price Performance: How Inflation Can Change the Role of Pricing

Speaker: **Dr. Georg Tacke**, CEO, Simon-Kucher & Partners

Inflation is already here and will continue to grow. After many years of price stability, companies have forgotten how to deal with this challenge. Therefore, inflation will become a significant risk for almost every industry and is an acid test for every company's price performance. Top managers have to react quickly and make their firms "inflation safe." Strategies have to be developed to cover rising costs and to offset the effects of money devaluation.

This covers the whole pricing process from strategy (segmentation, targets) and operational aspects (price increase instruments, package sizes) to tactics and implementation (communication, the sales force's price execution, etc.). But the period of inflation also offers a great opportunity to significantly upgrade the role of pricing in your organization.



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Scan this QR Code with your Smart Phone to see a video about this session



Dr. Tacke will analyze major inflation risks, describe how to check your organization’s resistance to inflation, and share successful price increase cases. He also presents the key findings of a global pricing survey of more than 2,000 participating companies on this topic.

**Attendee will learn:**

- How to assess their own companies’ level of “inflation resistance”
- Ways to develop and conduct successful price increase strategies
- How to systematically prepare their organizations and make them “inflation safe”
- How to use the current inflation period to upgrade the role of pricing in their organizations

**Dr. Tacke** specializes in developing business, marketing and pricing strategies for companies in the service and automotive industries. Dr. Tacke is well-known as one of the top pricing experts in these sectors. In his over 20 years of consulting, he has worked with numerous major firms from these industries; he continues to support several CEOs and management boards as a personal consultant and coach.

In addition to his responsibilities as CEO, Dr. Tacke also heads the “TTT” division which covers all consulting activities in the industries of telecommunications, transportation / logistics and tourism.

He speaks frequently at conferences, management seminars and corporate events. Dr. Tacke is the author and co-author of two books and numerous articles on the topics of marketing strategies, price policies and sales organization.

He studied business administration and marketing at the University of Bielefeld. He was a visiting scholar at Stanford University in California in 1986, and in 1988 he received his Ph.D. from the University of Bielefeld. He joined Simon-Kucher & Partners in 1988, became Executive Vice President in 2006 and CEO in 2009.

**11:00 AM** KEYNOTE  PPS E-Ticket

**Pricing 3.0: Evolving Pricing and Value into a Strategic Capability**

*Speaker: Christopher Provines, VP of Global Strategic Pricing & Reimbursement, Siemens Healthcare Diagnostics*

The future will bring many challenges and opportunities. There’s a growing public debt crisis in many parts of the world, an increasing scarcity of resources, a rise in purchasers’ sophistication, an acceleration in transparency, and an increasingly more competitive and volatile world. These and other megatrends will make pricing and value management a strategic capability for the success of any firm. Yet, so few firms have focused on pricing as a strategic capability. This session will provide a pragmatic, practitioner’s view of why companies need to evolve pricing into a strategic capability and how to get there.



**Attendees will learn:**

- Megatrends and driving forces that will shape the need for companies to evolve pricing/value into a strategic capability
- Parallels between pricing and other functions that have made or are making the transition to a strategic orientation in companies
- How to integrate pricing/value into the strategy of your company
- How to closely link pricing and value into each of the major parts of the value chain of your business
- The steps pricing leaders can take now

**Chris Provines** has 20 years of experience in health care. Prior to his current role, he has had leadership roles at Johnson & Johnson in Pricing Strategy, Key Account Management, Health Outcomes & Reimbursement, Lean Six Sigma, Finance and Procurement. He has 10+ years of experience in pricing strategy and value management, and has led multiple transformation efforts. Chris is a frequent speaker and author on the topics of pricing, value management and sales effectiveness. He is a certified Six Sigma Black Belt and also a Distinguished Adjunct Professor in the Graduate School of Business at Rutgers University.



Scan this QR Code with your Smart Phone to see a video about this session

He has an MBA from Rutgers University Graduate School of Business and a BA in Economics. Chris is a popular speaker for PPS and is a member of the PPS Board of Advisors.

**12:00 PM** Lunch

## 1:00 - 2:00 PM • PRICING PRACTITIONERS TRACK

### The Truth of the Pricing Revolution: It Is Not About Pricing

Speaker: **Wilbur Reid, CPP**, Director of Strategic Pricing, Fortune 500 Distributor

There is a quiet pricing revolution occurring all over the world as business leaders begin to realize the power of pricing to improve the bottom line. There is an inclination for corporate executives and some pricing managers to feel that if they can just select the right pricing software or methodology, that all of their pricing and margin issues will be solved. However, studies are now showing that leadership and change management are the most significant drivers of pricing success. This session will help you consider the leadership styles and change management steps that will make your leadership successful in driving pricing changes within your organization.

#### Attendees will learn:

1. The 8 steps that you need to take to make your organizational change successful
2. Leadership types to utilize in your pricing organization to maximize success and the leadership types to avoid
3. How to combine pricing software and leadership to transform your organization



## 1:00 - 2:00 PM • PRICING EXPERTS TRACK

### Why Should I Listen to You: The Sales Person's Perspective on Price Managers

Speaker: **Carolyn Holden**, Co-founder & President, Holden Advisors

Competition is greater than ever and sales people want to be armed and confident with the solutions they sell, the premium they can exact, and price they must negotiate. The back-and-forth between the solutioning team, sales, and pricing managers takes too long and sales are lost. Sales people already think that pricing acts like a sales prevention department: How can you help salespeople close more profitable business?

Hear from a veteran salesperson-turned-pricing-leader on what pricing managers need to provide to sales teams in order to reduce time to proposal, clarify pricing strategy and discounting guidelines, and help prepare for increasingly difficult price negotiations.

#### Attendees will learn:

- The challenges that sales people face as they go into tough negotiations with procurement
- The benefits of a cooperative, communicative relationship to Sales and Pricing
- Tools and techniques that pricing managers can use to help sales communicate and defend value in order to be confident in price negotiations



## 1:00 - 2:00 PM • TOOLS AND TECHNIQUES TRACK

### Leading Pricing Practices for Technology Solutions

Speaker: **Jenny Bhatt**, Senior Manager, Accenture Management Consulting

Pricing for technology products and services has been evolving rapidly with emerging disruptive trends in enterprise and consumer needs. The need for innovative business models is also creating new requirements for pricing and licensing models to be flexible and scalable to ensure effective monetization.

However, there are strategic and operational challenges with executing these new pricing and licensing models for technology solutions – both internally and across channel ecosystems. For many companies offering these technology solutions, these result in ongoing revenue leakage, increasing operational costs and increasing customer dissatisfaction.

Without careful attention to building the right operational infrastructure (both internally and across the channel / customer ecosystem), these pricing and licensing innovations will be impossible to execute. The value growth prize will go to those who build the right operational capabilities at the same time that they build out new ways to capture value for their products and services.

#### Attendees will learn:

- The key, specific challenges that need to be addressed for effective monetization of technology solutions – from strategy through to execution
- The critical success factors that need to be prioritized across both strategic and operational capabilities
- Industry-leading practices across the lead-to-cash commerce life-cycle



## 2:00 - 2:30 PM

### Networking Break / Sponsor Hall / Bookstore Open



**2:30 - 3:30 PM • PRICING PRACTITIONERS TRACK**

## Myth Busters: Competitive Pricing Dynamics

*Speaker: Nelson Hyde, Manager, Pricing Strategy, Philips Healthcare*

The conventional wisdom about pricing works great in some settings – and is dead wrong in others. Many companies blindly follow commonly accepted pricing “wisdom” with disastrous results. Since every situation is somewhat unique, how do you determine whether or not the conventional wisdom applies in your situation?

This session reviews one of those cases and diagnoses what went wrong. It identifies what works and what does not in competitive pricing dynamics, identifies the traps that companies fall into when they misread the situation, and shows how to identify when the conventional rules will backfire. The speaker outlines four strategies and a series of tactics to combat competitors’ aggressive pricing and to avoid price wars in highly competitive industries.

**Attendees will learn:**

- How to know when following the conventional pricing wisdom will put you at risk
- How to stop a price war
- How to price differently when markets are maturing and growth is slowing



**2:30 - 3:30 PM • PRICING EXPERTS TRACK**

## Delivering Measurable Results through Pricing

*Speaker: Gagan Chawla, Associate Partner, Monitor Group*

We all know that pricing is an important component of the marketing mix and has potential to deliver great short and long-term results. Yet, most companies fail to realize the true potential of pricing as a strategic lever to drive profitable growth. They often lack strategic insights, organizational focus, and / or resources to effectively deliver on the pricing promise. The purpose of this session is to significantly enhance participants’ ability to deliver transformational results.

**Attendees will learn:**

- How to outline challenges that typically limit the ability to deliver transformational results through pricing
- Approaches, tools and tradecrafts – using multiple examples – that have been successfully deployed to overcome those challenges
- How to clarify the high-level path to transformational results



**2:30 - 3:30 PM • TOOLS AND TECHNIQUES TRACK**

## Everything You Thought You Knew About B2B Pricing Is Wrong!

*Speaker: Barrett Thompson, Director of Pricing Excellence, Zilliant, Inc.*

Over the past 15 years, the practice of improved pricing has grown rapidly in stature and significance in B2B environments. That’s the good news. The bad news, however, is that this growth has been accompanied by a host of myths, faulty mindsets, and misdirected approaches which have delayed — or even destroyed — the real benefits of improved pricing for many B2B organizations. This session will make rich use of B2B case studies to expose the myths and challenge the conventional wisdom that may be holding you back.

**Attendees will learn:**

- How to identify, understand, and ultimately avoid the most pervasive myths and fallacies about pricing improvement in B2B environments
- Which “best practices” actually work and which ones destroy momentum, cause massive disruption, and increase your risk in the marketplace
- How dozens of leading B2B companies have achieved success by countering the conventional wisdom and questioning so-called best practices



**Attendees are free to alternate between different tracks**

## 3:35 - 4:35 PM • PRICING PRACTITIONERS TRACK

### B2C Insights For B2B

Speaker: **Wes Woolbright, CPP**, Director, Safeway

Economical volatility is a two edged sword for Pricers everywhere. Wall Street analysts are taking corporations to task for sacrificing margins for a temporary increase in sales and Executives are paying attention to the price function like never before. Getting price right has never presented greater challenges for you and your company.

Since we are all consumers at heart, we can apply lessons from our own experiences to pricing products and services from various industries. This fast-paced session will give attendees a new perspective on what they do by referring to the pricing situations they face in their daily lives as shoppers.

#### Attendees will learn:

- How approaching price as a discipline is the winning way to navigate tumultuous conditions
- Why now, more than ever, is the time to engage customers
- That there are ways to gain ground despite the numerous challenges we face, such as economic uncertainty and raw materials



## 3:35 - 4:35 PM • PRICING EXPERTS TRACK

### Using Virtual Markets to Offset Data Inconsistencies

Speaker: **Vernon E. Lennon, III**, Principal & CEO, The Pricing Cloud LLC

Too many companies today are still operating on platforms of bad data, incomplete information, loose processes, and little rigor in pricing policies. These inefficiencies create misinformation and disinformation markets, which make proper operational pricing almost impossible. Correcting these processes will get you and your company on the road to better margins.

With the right blend of pricing science and art, these companies can not only start changing their information management platform, but can also begin right pricing almost immediately. Three case studies reflecting different examples of data or process inefficiencies will be discussed.

#### Attendees will learn:

- How utilizing the right blend of pricing science and art can help overcome price deployment problems in the short term
- How making a paradigm shift in the information platform can improve pricing effectiveness in the long term
- How to utilize this virtual market creation technique and apply to your own pricing practices starting tomorrow



## 3:35 - 4:35 PM • TOOLS AND TECHNIQUES TRACK

### The Analytics Effect: How New Analytics Firepower is Changing the World of Pricing and What You Should Be Doing About It

Presenter: **Ranjit (Jit) Singh**, Principal, Deloitte Consulting

Analytics is coming to the forefront of many elements of business and the science of Pricing is no exception. Decision making is being influenced by companies that have the ability to understand analytics and use it to their competitive advantage. This presentation is an update on the recent surge in analytics capabilities, and how they are reshaping the business of pricing.

#### Attendees will learn:

- The current analytic techniques that are impacting the world of Pricing
- Where businesses should be trying to improve their analytical ability and which analytics generate real insights
- If a company should lead with analytics or if strategy is more critical to define first
- Some of the new trends that will be seen from business analytics and how they can be applied pricing
- How to build an analytics capability



**Attendees are free to alternate between different tracks**

4:35 PM

Sponsor Hall / Open and Informal Networking Session

6:00 PM

Conference Reception Sponsored by:

**Deloitte.**



# How Your Attendance Affects the Pricing Community as a Whole...

Over the last 25 years, Pricing Professionals have relied on PPS for the resources, knowledge, and skills needed to improve their careers. Your attendance at PPS Workshops, Conferences and Online Courses positively affects the development of the Pricing Profession and helps raise the profile of your occupation. Many pricers return to our events numerous times to follow up with peers, learn new techniques, and reconnect with the pricing discipline.

If you're new to pricing or simply new to PPS, you can experience the pricing community in action and benefit from the networking, knowledge and camaraderie that only happens at PPS events.

Each time you attend a PPS event, you take a step towards furthering your goals as a professional pricer by learning how to become more competitive in the marketplace and how to help your company increase profitability. Your enhanced skills and knowledge will turn you into a force for transformation within your organization and within the industry. To help you explain why your attendance at October's event in Las Vegas will benefit your organization as a whole, we have prepared 3 steps with several key points:

## 1. Communicate to Executives Why your Attendance is Vital

Professionals who are better prepared than their competition have the advantage - as do their organizations. Whether you are a new or an experienced pricer, you and your company will greatly benefit from this investment of your time as you will be bringing home industry-leading information that will impact the bottom line. During our Conference you will be able to:

- Discover practical solutions to complex problems
- Analyze best pricing practices and trends
- Study world-class pricing practices and strategies
- Discuss hot topics and benchmarks with colleagues
- Network with other pricing professionals
- Learn from the most innovative thinkers
- Earn Credits toward your Certified Pricing Professional (CPP) designation

With dozens of educational sessions, you and your organization will reap the benefits of best pricing practices, success stories, tools and practical solutions. During the Fall Pricing Conference you will have the opportunity to turn your biggest challenges into your greatest accomplishments when you learn from the experts, leaders in the field and fellow practitioners.

## 2. Create a Winning Proposal to Get Your Company "Buy-in"

Put your ideas in writing and submit a formal proposal to your supervisor. Include this brochure or the PPS website, your intended schedule of education sessions [workshops, keynote addresses, breakout sessions or networking events], and how the knowledge gained will be valuable to your pricing goals. Strengthen your proposal by listing department goals and their corresponding sessions. List all areas where your department faces challenges and the sessions you want to attend, or who you plan to visit with to help you overcome these challenges.

## 3. Offer Feedback

You can immediately demonstrate your new ideas on how to price your products and services back at the office! We make it easy to share what you've learned after the conference with others in your organization. PPS provides attendees with a full manual and companion USB ("Thumb") drive containing all of our valuable Conference speaker presentations. This Conference USB drive is available only for attendees.

Let your senior managers know that you will report back to them your impression of the event, what you gained from it, and how you will be able to apply lessons learned. This is where you will refer to your original proposal and goals to achieve while at the PPS Fall Conference. Most importantly, let your organization know that your participation was a worthwhile investment.

So, plan your strategy, prepare your proposal, and secure your approval to go.

**Registration is open NOW!**

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To address today's changing world, our website [www.pricingsociety.com](http://www.pricingsociety.com) continues to serve as the leading source for online resources, articles, whitepapers, and on-demand webinar recordings for members. The PPS website also houses the world's largest pricing library, with over 600 articles written by pricing experts and thought leaders, as well as a jobs center where members can post or browse through career opportunities exclusive to the pricing industry. PPS is all about Pricing all the time, wherever you are in the world. We provide 365/24/7 access to the resources you need to stay ahead of the competition, to networking opportunities within the pricing community, and to lifelong learning that will advance your career.



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## 8:00 - 9:00 AM • PRICING PRACTITIONERS TRACK

### Change Management and the Metrics for Success

Speaker: **Michael Davis**, Global Manager of Pricing – IT, Tyco Electronics

Pricing initiatives can change organizations, but how are these changes measured? In many organizations, Return On Investment (ROI) plays a key role in determining the overall profitability of a project, but pricing can center on more than simply ROI: price realization, time allocation, and other important metrics all play a key role in the transformation of an organization from tactically focused to achieving pricing excellence. By quantifying gains from change management, you can create interest and gain support from Senior Management and other departments.

This session will focus on ways that you and your company can successfully measure and subsequently improve important profit metrics. Learn through real-world examples about metrics that illustrate true pricing change.

#### Attendees will learn:

- How change management can be driven through a focus on metrics
- How to tailor (and not tailor) metrics to specific roles
- How to adapt your change focus over time and your organization's evolution



## 8:00 - 9:00 AM • PRICING EXPERTS TRACK

### The Corporate Responsibility Argument for Embracing Strategic Pricing

Speaker: **Adrienne Gordon**, Sole Proprietor, Consultant

There are many benefits of good price management beyond improved profitability. In this presentation, we make the case that organizations have a corporate responsibility to embrace strategic pricing. Companies that achieve pricing excellence have a more empowered sales force, equity among their customer base, more innovation downstream in the supply chain, and higher net operating profit. Understanding these benefits will help you to address objections on prioritizing pricing in your organization, which will help you increase the perceived value of price management among your leadership.

#### Attendees will learn:

- Why your company has a corporate responsibility to embrace strategic pricing
- How strategic pricing aligns with Michael Porter's concept of the Creation of Shared Value and is ultimately good for your organization as well as the economy
- How to communicate benefits of inflation to address objections from your organization
- How to remove concern from sales and marketing organizations as pricing power shifts from them to your pricing organization
- How to use different perspectives on the case for building pricing parity within similar segments of customers and products



## 8:00 - 9:00 AM • TOOLS AND TECHNIQUES TRACK

### Dissecting Your Customer with Razor Sharp Research Insights

**How to align your product's price & value message with each of your customer's unique internal stakeholders**

Speaker: **Greg Thomas**, Practice Leader Pricing Research, Pricing Solutions Limited

This session will outline how to develop research insights to understand the differences in the perception of your product's value proposition. Your customers have a number of internal stakeholders, ranging from the product users, technical advisors, business, IT and procurement managers. Each stakeholder has a different perspective on the value of your product and the amount they are willing to pay for it.

Discovering these customer insights will help you effectively articulate your product's value proposition, frame its price to each stakeholder, and maximize the pricing opportunity.

#### Attendees will learn:

1. How the customer's unique stakeholders impact the purchase decision
2. How customer perceptions of value differ
3. How customers react to alternative price levels
4. What the key factors are that can help determine the stakeholder's commitment to advocate for your product



## 9:00 - 10:00 AM

### Networking Break / Sponsor Hall / Bookstore Open

**10:00 - 11:00 AM • PRICING PRACTITIONERS TRACK**

## Bid Desk Management: Lessons from the Trenches

Speaker: **Steve Kemp**, CPP, Director of Pricing & Profitability, NIBCO, Inc

For B2B companies that rely on price quotes, there is much to be gained or lost at the point of interaction between the price reviewer and the salesperson. What happens at the bid desk is a critical determinant of profitability, regardless of where a company is on its pricing transformation journey. Bids are especially important as they can signal both customers and competitors regarding your pricing strategies and tactics.

Quote review discussions will either reinforce or undermine your intended pricing strategy. Reviewers need to have a CEO-like perspective. In addition, reviewers need to be viewed by Sales as a valuable source of price tactics advice.

**Attendees will learn:**

- To apply a three step framework to evaluate a quote: consistency with price strategy, comparative data analysis, and profitability
- What questions to ask Sales to quickly identify key issues
- How to attain senior management consensus on quote strategies and walk-away points before a specific bid is being reviewed

**10:00 - 11:00 AM • PRICING EXPERTS TRACK**

## Games People Play: Aligning the Whole Team to Improve Pricing

Speaker: **Bob Sherlock**, President, Marketwerks, Inc.

Salespeople and their internal allies can be quite creative in finding ways to depart from the prices and price guidelines they've been given, particularly if the sales department focuses on revenue more than profit margins. There's often room to hide – anomalies may not show up in pricing reports and discrepancies can reduce your company's pricing performance.

The result is gaps between management's intended prices and actual prices paid, collected, and kept. Not only do these leaks and pricing exceptions affect how channels and competitors "read" the company's pricing behavior, but they can install a long-lasting negative profit impact. We'll address how to constrain the games and align sales & operations personnel with the company's pricing improvement goals.

**Attendees will learn:**

- What to look for (and where) to find exceptions to pricing and terms
- How to plug the gaps
- How to align sales and other functions with the company's pricing improvement goals

**10:00 - 11:00 AM • TOOLS AND TECHNIQUES TRACK**

## Capturing Profit through Behavioral Segmentation in Business Markets

Speaker: **Brian Sharp**, Vice President, Holden Advisors

The Holy Grail for pricers is matching finely tuned offers to narrowly defined buyer segments. Companies that can successfully employ a behavioral segmentation and create targeted, dynamic offer structures are able to drive substantial increases in profit as well as simplify price negotiations for sales. However, implementing this approach is complex and has challenges that impact virtually every function in the enterprise.

Brian will provide steps on how to make "the big switch" to behavioral segmentation and practical advice on how to overcome the roadblocks to successful implementation. Attendees will leave the session with a segmentation road map and the tools for implementation to serve as a guide for pricing leaders embarking on this journey.

**Attendees will learn:**

- The financial and operational benefits of implementing behavioral segmentation
- How to segment their customers according to buying behavior
- Tools for implementing an offering structure targeted to behavioral segments



**Attendees are free to alternate between different tracks**



## 11:00 AM - 12:00 NOON • PRICING PRACTITIONERS TRACK

### Form and Function of a Pricing Committee

Speaker: **Darryl Smith, CPP**, Pricing Strategy Manager, Farm Credit Canada

If challenged by pricing issues or requiring alignment from influencers on pricing, a Pricing Committee or Pricing Council may be a viable option.

In 2008, Farm Credit Canada (FCC), Canada's leading provider of agricultural financing, formed a Pricing Committee to address issues regarding FCC's pricing. Coincidentally, the timing of the Committee's formation saw the Committee play a critical role in steering FCC through a very unique period in global finance during the credit crisis.

A committee format can increase cross-divisional communication, empower stakeholders by including them in strategic price decisions, and provide valuable input for managing your pricing function.

Learn from our experience about selecting members, establishing the committee's focus, and involving key executive members and others to build and maintain confidence in your pricing committee.

#### Attendees will learn:

- Considerations for structuring a Pricing Committee
- Scope of a Pricing Committee
- Obtaining and maintaining support from Executives



**Attendees are free to alternate between different tracks**

## 11:00 AM - 12:00 NOON • PRICING EXPERTS TRACK

### Customer Centric Pricing

Speaker: **Daniel Rueda**, President, Open Pricer

Pricing processes often focus on the product and specific sales transactions with limited consideration of the customer (as best classified in a micro-segment), yet it is often interaction with the customer that determines how effective your company's strategies are.

This presentation will show how to integrate Customer Lifetime Value (LTV) in price optimization. LTV is the margin generated by a customer through its entire business relation with the supplier. Its use as a marketing metric tends to place greater emphasis on customer service and long-term customer satisfaction, rather than on maximizing short-term profit generated by sales transactions. Real life cases from different industries including Transportation and Telecom will be used to demonstrate how your company can use LTV to elevate profits.

#### Attendees will learn:

- The concept of Customer Lifetime Value
- How price can influence Customer LTV at different stages of contract cycle: acquisition, development, re-rating and retention
- Which methodologies and tools can be used to optimize Customer LTV
- How to use customer order/usage profile for better pricing decisions



## 11:00 AM - 12:00 NOON • TOOLS AND TECHNIQUES TRACK

### Beyond Price: How to Quantify the Value of the Customer Relationship

Speaker: **Dean Baker**, Director, Quantalyst Consulting, LLC

Leading firms realize that improved profitability requires managing the comprehensive customer relationship, not just price. Difficulty arises in this task, as the accounting to quantify customer relationships can seem overwhelming. Complexity arises for a variety of reasons, including customers served through multiple marketing and distribution channels, products pre-shipped to warehouses prior to knowing which customers will actually purchase, and multiple source systems that each hold part of the story. In spite of the complexity, quantifying customer relationships is still a worthwhile investment.

Cost-to-serve is the foundation upon which channel, product and customer strategies are built. This presentation will provide you with specific examples and knowledge that will enable you to fully understand how to value individual customer relationships through cost-to-serve analytics and reporting.

#### Attendees will learn:

- How to value their customer and product portfolio at the channel, customer and product intersection
- Why "turnkey" approaches result in overly expensive solutions
- A documented design approach that leverages existing investments in systems and staff



12:00 NOON

Lunch

1:00 PM

KEYNOTE



PPS E-Ticket

## Pricing — From “Good to Great”

Speaker: **Craig C. Zawada**, Senior Vice President, Pricing Excellence, PROS Pricing

Pricing has finally moved from early adoption to mainstream. Many companies have put in place processes, people and initiatives to ring the cash register with success. However, there is a big difference between those companies that are trying to just get pricing under control, versus turning it into a competitive advantage.

Given the new complexities of pricing including volatile commodity costs, shortened lifecycles, sophisticated buyers, etc., companies will need to raise their aspirations for the performance of their pricing function. It simply is not enough for you and your company to be merely “good” at pricing, given the challenges that you face.

### Attendees will learn:

- What truly distinguishes “good” from world-class pricing across all three levels of pricing (i.e., Market Strategy, Customer Value, Transactions)
- How to fully leverage pricing insights to provide value to the executive, sales, marketing and even purchasing functions
- Recommendations on the steps needed to move from “good to great”

**Craig C. Zawada** joined PROS in 2010 with experience spanning a wide range of B2B and consumer products.

Prior to joining PROS, he was a partner and co-leader of the North American Pricing Practice at McKinsey & Company. Craig is a widely published author in the area of pricing strategy, whose articles have been featured in many publications, such as the *Harvard Business Review*, *Mergers and Acquisitions*, and the *McKinsey Quarterly*. He has been interviewed and quoted in *Fortune*, *CFO Magazine*, *Canadian Business*, and *Business 2.0*.

He is perhaps best known for his role in co-authoring both the first and second editions of the book, ***The Price Advantage*** (Wiley Finance), which has been recognized as one of the most pragmatic books on pricing strategy available.



Scan this QR Code with your Smart Phone to see a video about this session

2:00 PM

KEYNOTE



PPS E-Ticket

## Codifying the Gains of the Renaissance in Pricing

Speaker: **Tim Smith**, Managing Principal, Wiglaf LLC

Pricing has been reborn, escaping the yoke of cost-plus and flourishing under new freedoms found through value-based orientations. Now, it is time to codify these gains through sharing the toolset required for value-based pricing. Yet what is the new toolset required for pricing? What questions does this toolset enable a pricing professional to ask and address? And, how can these tools enable the gains of the renaissance in pricing to be widely shared.

In this session, Tim Smith will share how pricing has been evolving over the past few decades towards a well-defined route for delivering pricing excellence. He will demonstrate how the marketing orientation of the firm - as advocated by Peter Drucker and Theodore Levitt - leads to profitable pricing decisions, clarify how strategic and tactical pricing challenges can be properly defined to enable profitable decisions, and emphasize the relationships between strategic pricing and strategic resources of the firm.

### Attendees will learn:

- The new changes in pricing as a discipline
- The new toolsets needed for informing pricing decisions
- The new questions pricing should address and influence
- The increasing importance of integrating pricing strategy into corporate strategy

**Dr. Tim J Smith** is the founder and Managing Principal of Wiglaf Pricing, Adjunct Professor at DePaul University, Academic Advisor to the PPS Certified Professional Pricing program, and author of *Pricing Strategy: Setting Price Levels, Managing Price Discounts, & Establishing Price Structures* (Southwestern Cengage, 2011).

At Wiglaf Pricing, Smith provides strategic pricing support for entrepreneurial and globally established firms in business and consumer markets. With hard-hitting, focused messages for executives, Smith encourages actions that matter.



Scan this QR Code with your Smart Phone to see a video about this session

3:00 PM

Conference Close

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## SIMON • KUCHER & PARTNERS Strategy & Marketing Consultants

**Simon-Kucher & Partners** Strategy & Marketing Consultants (SKP) has the world's largest consulting practice dedicated to pricing and smart profit growth. Business Week magazine described SKP as "world leader in giving advice to companies on how to price their products." William Poundstone, author of *Priceless* (2010) says: "No firm has spearheaded the professionalization of pricing more than Simon-Kucher & Partners." Please consider the following facts:

**Global presence:** We have over 520 employees in 4 offices in the US, 15 offices in Europe and 4 offices in AsiaPac

**Client base:** We have resolved complex pricing issues for more than 80 of the global Fortune 500 firms, as well as for many small and medium-sized companies. In the last 3 years we have conducted over 2,400 pricing projects.

**Thought leadership:** We have published over 50 books on pricing and related issues and over 600 articles, including many commentaries in *The Wall Street Journal* and *The Financial Times* and other leading publications.

**Size:** 2010 was another record year for SKP with revenue reaching \$145m

**Growth:** Our revenue grows by 15-20 % per year, a strong testimony for our quality of service.

Website: [www.simon-kucher.com](http://www.simon-kucher.com)

**Pricing Solutions Ltd.** specializes in 4 core services: pricing research, pricing management, pricing training and advisory services. Under the leadership of President Paul Hunt, Pricing Solutions has grown exponentially since its inception in 1994. We have offices located in North America and Europe. Our pricing expertise is based on more than 15 years of in-depth work on pricing optimization in B2C and B2B markets. We have developed a wide range of proprietary tools, processes and research techniques for studying and analyzing our clients pricing problems. The typical payback on an engagement is 15:1. Our philosophy includes the following: the senior managers who sell the work are also the people who do the work, collaboration is at the heart of our approach to completing successful projects and long-term relationships are the key to business success. Website: [pricingsolutions.com](http://pricingsolutions.com)



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**Abbey Road.** Pricing is not a problem — it's an opportunity. Pricing strategy can ignite revenues with innovative product/service bundling, new offers, discount management and defense of price levels and share. Our clients rarely see less than a 7% top line gain, and 50%+ increases are common. Abbey Road Associates is a specialist firm, helping leading corporations achieve



their profit goals through our unique toolkit of pricing frameworks, proven in repeat engagements. Learn more about our depth in pricing. Contact us. Ask for a copy of our influential book on pricing strategy: *Winning the Profit Game. Smarter Pricing, Smarter Branding.* (McGraw-Hill, 2004). Website: [www.abbeyroadassociates.com](http://www.abbeyroadassociates.com)

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**Advanced Analytical Consulting Group** -- Economists, statisticians, programmers, and strategy

experts at Advanced Analytical Consulting Group have helped clients spanning various industries to enhance their pricing and profitability management capability, which has led to identified profits worth over \$500 million. We have developed and deployed econometric models for quality control, performance measurement, and profit maximization at major corporations in the US and internationally. If you want to stop relying on gut feelings or rules of thumb, our Pricing and Profitability Optimization techniques will transform your data into valuable insights that can increase both the top and bottom line. Website: [www.aacg.com](http://www.aacg.com)

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Better Pricing, Higher Sales

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**Holden Advisors** is a pricing strategy, consulting and training firm that helps clients become confident about their pricing and achieve greater revenue and profits. To ensure success, we deliver analysis, strategy, processes and training that are analytically sound and closely integrated with a client's business culture. We look at both quantitative and qualitative aspects of pricing to help your marketing and sales teams illuminate an offering's clear value to a customer. We help:

Managers gain a deep understanding of the drivers of pricing and profitability, including quantitative factors, such as market prices and customer value, and qualitative factors, such as customers' and salespeople's mindsets.

Marketing, sales, product management, and finance work together to make better pricing decisions

Solve our clients' complex pricing challenges because we ask the right questions and our experience allows us to transform answers into action

Make pricing discipline an effective part of your company culture  
Holden Advisors' founders, Reed Holden and Mark Burton, recently published *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table*, an easy to read book that acts as a roadmap for senior leadership in sales, marketing, finance and pricing to work together to outperform the competition.  
Website: [www.holdenadvisors.com/](http://www.holdenadvisors.com/)

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which includes operations research, forecasting and statistics. PROS provides professional services to configure its software products to meet the specific pricing needs of each customer. Our solutions have a 36% faster time-to value than market average and boast a 95% renewal rate. Founded in 1985, PROS has implemented more than 500 enterprise pricing and margin optimization solutions for customers in more than 50 countries around the world. PROS is headquartered in Houston, Texas and has more than 350 employees, including more than 100 with advanced degrees and 20+ Ph.D.s. Website: [www.prospricing.com](http://www.prospricing.com)



management are fundamental to innovation, and has extensive knowledge and experience helping clients innovate their core pricing strategy and processes. In addition to the firm's deep industry, technology, operational, and training expertise, Kalypso provides a flexible, collaborative approach to deliver unparalleled client satisfaction. The firm was founded on a core principle - to serve clients the way they want to be served. Website: [kalypso.com/](http://kalypso.com/)

leading the Latin America chapter of the Professional Pricing Society. Website: [www.quantiz.com.br](http://www.quantiz.com.br)

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## kapow

SOFTWARE

**Kapow Software** is the leader in automated data integration for rapid delivery of pricing data to any application. The Kapow Katalyst™ Platform automatically extracts, transforms, integrates and migrates pricing data from virtually any source on the web, in the cloud or across the enterprise, to virtually anywhere, including mobile devices, without requiring APIs. With Kapow Software, customers can deliver data projects as much as 90 percent faster and 80 percent cheaper than traditional methods, with 100 percent data accuracy. With more than 500 customers, come explore how we can help you. Website: [www.kapowsoftware.com](http://www.kapowsoftware.com)



**Wiglaf** works with leading global corporations and emerging entrepreneurs to enable confident pricing decisions in the face of uncertainty. With researched and field tested quantitative and qualitative approaches, executives use Wiglaf Pricing's insight and creativity to define price structures, set price levels, and manage price variances. Website: [www.wiglafpricing.com](http://www.wiglafpricing.com)



**SPMG (Strategic Pricing Management Group)** is a price consulting firm that services clients on every continent around the globe.

For over 15 years, our proprietary and cutting edge pricing solutions have given a competitive advantage to our clients in various industries (pharmaceutical, banking, government, transportation medical/electronic manufacturers, food & beverage consumer goods and telecommunication, to name a few).

SPMG consulting approach is based on the premise that every business presents a unique pricing challenge depending on their size, scope and budget. To that end, our a-la-carte service offering (on and off-site training, field research and consulting engagements) provides the most competitive cost effective strategy for our clients to succeed.

Website: [www.youneedpricing.com](http://www.youneedpricing.com)



**Quantiz** is a pricing management-consulting firm that uses the powerful concepts of Six Sigma and Process Excellence to enhance its analytical skills in order to develop differentiated services and solutions. Our main goal is to improve our customers' sustainable growth and profitability.

Based in Sao Paulo, Brazil, the company was founded and is managed by Frederico Zornig, who has more than 16 years of international work experience as a high level executive at transnational companies and more than 8 years of experience leading pricing initiatives and projects. He has an MBA from the University of Illinois at Urbana-Champaign and is a PhD candidate in Pricing at International School of Management in New York. Frederico is also a certified Six Sigma Black Belt since 2002 and in now

**Model N** is the leading provider of Revenue Management solutions to the life sciences and high tech industries. Model N's holistic approach to revenue management delivers pricing solutions that are vertical-specific and tightly integrated with Model N's quoting, contract management, trade promotion, and channel management solutions to help companies manage pricing and margins throughout the entire planning, execution, and settlement stages of the revenue lifecycle. With close to 80 leading companies in life sciences and high tech, no other pricing vendor has the solution breadth or depth of industry experience that Model N brings to the industries it serves. Website: [www.modeln.com](http://www.modeln.com)

Model N



**Navetti's** extensive expertise with large international manufacturing companies and their comprehensive pricing solutions are the foundation of their clients' success in improving revenue and margins through pricing management and optimization. Navetti PricePoint™ provides manufacturers with a new pricing methodology, delivering sustainable profit improvements. The solution is tightly integrated with other core IT-systems like ERP, Data warehouse, PDM and other systems. Navetti's consultants use their proven methodology to rapidly deliver Navetti PricePoint™ and sustainable business processes in close cooperation with their clients' business and IT groups, yielding benefits including:

- Gross Profit increase of 5% to 20% for constant unit sales volume
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**Stratinis** is a Europe-based company offering its clients state-of-the-art international price management software. Stratinis' core expertise is in helping companies do international business by managing their prices across borders. Stratinis Pricing Suite Enables companies to manage their pricing with international key accounts better than ever before

Combines all aspects of price management in one solution: Analysis, guidance and price execution

As a result customers can improve their profits by 10% to 20% and at the same time control international pricing risks. Website: [www.stratinis.com](http://www.stratinis.com)

**Vendavo** is a leading provider of price management and optimization software for business-to-business companies worldwide. Vendavo Enterprise Pricing Suite solves pricing problems by giving businesses true enterprise-wide control of their entire pricing process. It combines pricing science, pricing best practices, and enterprise-class software to drive small improvements in average prices at every stage of the pricing process, from segmentation to deal close. Together, these improvements deliver big increases in profits – from 10% to 30%. Vendavo is the enterprise pricing solution of choice for some of the world's biggest names in chemicals, high-tech and industrial manufacturing, consumer products, mill products and distribution. SAP resells the Vendavo solution to its customers under its own name as SAP Price and Margin Management. Website: [www.vendavo.com](http://www.vendavo.com)



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**Zilliant** — For over a decade, Zilliant has delivered scientifically-proven answers to the toughest question that B2B manufacturers, distributors and service companies face every day — "What's the right price to win business at maximum margins?" Zilliant's patented technology has answered this question with scientific accuracy across nearly 1 billion transactions to date. By delivering this valuable pricing guidance directly to the point-of-sale, validated testing of customer deployments has proven average revenue increases of 4.25% and average margin-dollar improvements of 10.18%. These bottom-line results have helped keep this technology one of the most closely-guarded secrets amongst the leading companies in B2B. Contact Zilliant at 877.893.1085. Website: [www.zilliant.com](http://www.zilliant.com)



**eClerx's** (BSE: ECLERX) Pricing & Profitability Services drive our Clients' bottom line and competitiveness through a unique combination of proprietary pricing and catalog data capture technology managed by our team of expert pricing analysts. Our highly customizable solutions enable us to partner with our Clients' pricing teams to capture, organize, report, analyze and take action on their competitive data. We provide quick, low cost/high ROI solutions to our Clients' revenue and margin leakage challenges by not only capturing competitive price information, but also performing product cross referencing and competitor catalog gap analysis and deploying demand elasticity and event impact analysis based price recommendation models. Our robust systems, processes and analysis integrate directly with our Clients' internal data and provide actionable insights and reporting for macro and micro decisioning. Website: [www.eclerx.com](http://www.eclerx.com)



**LeveragePoint** is the only software solution for value-based pricing. The LeveragePoint platform enables everyone in your organization to collaborate and align around the economic value you deliver to your customer's bottom line -- quantifying what truly differentiates you from your competition. LeveragePoint helps product development and pricing set value-based prices; and helps marketing and sales communicate a value story that wins the price negotiation, shortens sales cycles, and captures wider margins.



And, as a SaaS (Software-as-a-Service) solution, LeveragePoint can be deployed quickly to deliver measurable business impacts within weeks. Website: [www.leveragepoint.com](http://www.leveragepoint.com)

**Open Pricer** enables enterprises to set optimal price policies by customer micro-segment, enforce them across all sales channels, monitor results and tune to reflect changing market conditions. Our web application combines into a central database all relevant decision support data: customer profiles, sales patterns, competitors' prices, costs and enterprise strategies. It provides recommendation, simulation and e-workflow to make the right pricing decision for every transaction/contract. The solution is modular and can be implemented by stages in line with enterprise pricing maturity. Together with our partners, we support enterprises in improving their pricing processes before, during and after the implementation of a pricing system. Website: <http://www.openpricer.com>



**William Richard Associates.** As the exclusive pricing executive recruiting partner of the Professional Pricing Society, William Richard Associates is dedicated to the recruitment of professionals within the pricing domain. We network daily with current and emerging leaders who are not actively looking for career change but nonetheless have exceptional capabilities to offer if the precise opportunity arises. Website: [www.williamrichard.com](http://www.williamrichard.com)



## Registration Fees — Please use the chart below to determine your registration fee.

<b>Option 1 — Fall 2011 Conference ONLY</b>	\$ 1,995 Non-Member	\$ 1,695 Member
<b>Option 2 — Fall 2011 Conference + 1-Day Workshop</b>	\$ 2,895 Non-Member	\$ 2,595 Member
<b>Option 3 — Fall 2011 Conference + 2-Day Workshop</b>	\$ 3,595 Non-Member	\$ 3,295 Member
<b>Option 4 — Fall 2011 Conference + Two 1-Day Workshops</b>	\$ 3,595 Non-Member	\$ 3,295 Member
<b>Option 5 — Fall 2011 Conference + CPP Exam</b>	\$ 2,895 Non-Member	\$ 2,595 Member
<b>Option 6 — Fall 2011 Conference + Online CPP Bundle</b>	\$ 5,095 Non-Member	\$ 4,795 Member
<b>Option 7 — Fall 2011 2-Day Workshop ONLY</b>	\$ 2,195 Non-Member	\$ 1,895 Member
<b>Option 8 — Fall 2011 1-Day Workshop ONLY</b>	\$ 1,695 Non-Member	\$ 1,395 Member

For Early Bird Rates please visit [www.pricingsociety.com/vegas2011](http://www.pricingsociety.com/vegas2011) and click on "Register Now"

### Included with your registration:

- All Workshop Attendees will receive a complimentary PPS Online Pricing Course.
- All Conference attendees will receive a comprehensive manual and USB of all conference presentations.
- Breakfast, refreshments and lunch are served during Workshops & Conference days.
- All Conference participants are invited to our Conference Networking Reception on October, 27th.
- 4<sup>TH</sup> ATTENDEE FREE** – When 3 people register from the same firm at the same time, a 4th person may register for the conference free of charge.
- PPS MEMBER DISCOUNT** – For active Professional Pricing Society members. When registering several people at the Member rate, please make sure that you have one of the Corporate Membership plans to receive discounts for everyone. Single Annual Membership in PPS is \$400. The Corporate 5 Member plan is \$1000; Corporate 10 Member plan is \$1500; Corporate 20 plan is \$2500 and the Corporate 100 plan is \$5000.

- Option 4 — Conference + Workshop Options:** Includes a 1-day workshop on October 25th and another 1-day workshop on October 26th.
- Option 5 — Conference + CPP Test:** All participants who have completed the 6 CPP Credits and have prepared for the exam can take the CPP Exam and attend the Conference with this option.
- Option 6 — Conference + Online CPP Bundle:** The best of both worlds! This package is designed to get your CPP certification quickly without having to rely on subsequent budget approvals. The Package will allow you the opportunity to earn 6 CPP Credits. You will receive the Full Conference package including a Workshop of your choice on October 25-26, a FREE Online Pricing Course, plus 4 additional Online Pricing Courses of your choice, as well as the CPP Certification Exam package - which includes the complete study guide, online study sessions and extra reading materials.

### Explanation of Options and Prices:

- Option 1 — Conference Only:** With this option you can join us for the 2 Conference days only on October 27th and 28th 2011.
- Option 2 — Conference + 1-Day Workshop:** Includes one of the 1-Day CPP Workshops on October 25 or 26, 2011 and the PPS Conference on October 27-28, 2011. Several combinations are provided for more flexibility and maximum benefit to you.
- Option 3 — Conference + 2-Day Workshop:** Includes one of the 2-day CPP Workshops on October 25-26, 2011 and the PPS Conference on October 27-28, 2011.

### Payments, Substitutions and Cancellations

**Payments, Substitutions, Cancellation Payments and Cancellation Policies:** you may make payment by check or credit card, or online at [www.pricingsociety.com](http://www.pricingsociety.com). Checks must be received by October 3, 2011 and should be made payable to "Professional Pricing Society." You may substitute attendees at any time prior to the start of the conference with no penalty. You may cancel by October 3, 2011 and receive a refund, minus a 20% administration fee.

**Code of Conduct:** The PPS 22nd Annual Fall Pricing Workshops & Conference offers the best forum to discuss pricing strategies and tactics worldwide. All attendees are hereby reminded that discussions in and around the event should not violate price fixing laws, Sherman Antitrust Act laws, Robinson-Patman Act laws, Federal Trade Commission statutes, or similar United States of America or International anti-competitive laws.

### Housing Information

The wonderful **Caesars Palace - Las Vegas** is the host for the 22nd Annual PPS Fall Pricing Conference. You must mention that you are attending the PPS Fall Pricing Conference to receive our discount. Reservations should be made directly with the hotel at +1.866.227.5944 or use the link provided on the PPS Website [www.pricingsociety.com/vegas2011](http://www.pricingsociety.com/vegas2011). Caesars Palace will only hold the PPS block of rooms until October 3, 2011, that is three weeks before the conference begins. We advise that you reserve your hotel room when you register for the conference or even before, if you are fairly certain that you will be attending.



Also Please Route:

- VP/Director Marketing
- VP/Director/Manager of Pricing
- Product/Market Manager
- President/General Manager ATTENTION MAILROOM:

If undeliverable to addressee, please forward to one of the departments on the route slip.

ATTENTION MAILROOM:  
If undeliverable to addressee, please forward to one of the departments on the route slip. (Lower left boxes)

## 2011 Fall Conference Registration

Please complete and submit 1 form per registrant.

Registrant Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/IPC \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Please select your Conference/Workshop option:

<b>Option 1 — Fall 2011 Conference ONLY</b>	\$ 1,995 Non-Member	\$ 1,695 Member
<b>Option 2 — Fall 2011 Conference + 1-Day Workshop</b>	\$ 2,895 Non-Member	\$ 2,595 Member
<b>Option 3 — Fall 2011 Conference + 2-Day Workshop</b>	\$ 3,595 Non-Member	\$ 3,295 Member
<b>Option 4 — Fall 2011 Conference + Two 1-Day Workshops</b>	\$ 3,595 Non-Member	\$ 3,295 Member
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<b>Option 6 — Fall 2011 Conference + Online CPP Bundle</b>	\$ 5,095 Non-Member	\$ 4,795 Member
<b>Option 7 — Fall 2011 2-Day Workshop ONLY</b>	\$ 2,195 Non-Member	\$ 1,895 Member
<b>Option 8 — Fall 2011 1-Day Workshop ONLY</b>	\$ 1,695 Non-Member	\$ 1,395 Member

### REMEMBER: The 4th Attendee is Free!

When 3 people register from the same firm at the same time, a 4th person may register for the conference free of charge. Simply duplicate this form when submitting multiple registrants.

*Attire is business casual. For your own comfort in meeting rooms, we recommend that you dress in layers.*

Please select the workshop(s) you wish to attend:

<input type="checkbox"/> 1-Day, October 25th <b>Innovative Quantitative Techniques</b> with Walt Paczkowski	<input type="checkbox"/> 2-Day, October 25 & 26th <b>Core Skills: Practical Pricing Skills to Jumpstart your Company's Pricing Process</b> with Jim Saunders	<input type="checkbox"/> 2-Day, October 25 & 26th <b>Pricing in a Knowledge-Based Economy</b> with Ron Baker	<input type="checkbox"/> 1-Day, October 26th <b>Rebuilding the Profit Power of Pricing</b> with Mark Burton	<input type="checkbox"/> 1-Day, October 26th <b>Beyond the Organization Chart: How to Structure and Organize your Company's Pricing Function</b> with Larry Montan & Richard Brown	<input type="checkbox"/> 1-Day, October 26th <b>Extracting Full Value from New Product Launches</b> with Madhavan Ramanujam	<input type="checkbox"/> 1-Day, October 26th <b>3rd Annual Pricing for Executives Summit</b> featuring Stephan Liozu, Kellie Ecker, Darren Huxel, Eugene Zelek, and Dick Braun
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Special Needs: If you or someone in your group has special needs please check below:

Disability (specify) \_\_\_\_\_ (visual, hearing, mobility)

Dietary restrictions: Vegetarian \_\_\_\_\_ Kosher \_\_\_\_\_ Other \_\_\_\_\_

**MAIL TO:** Natosha Southward, Registrar, Professional Pricing Society, 3535 Roswell Road, Suite 59, Marietta, Georgia 30062

**PHONE:** +1.770.509.9933 **FAX:** +1.770.509.1963

**INTERNET:** www.pricingsociety.com/VEGAS2011

**EMAIL:** Natosha Southward, Natosha@pricingsociety.com

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Expiration date (MM/YY) \_\_\_\_\_