



PRICING FOR PROFITABILITY IN THE INFORMATION AGE

| Program Topics

The Pricing for Profitability in the Information Age program curriculum covers the following topics:

Topic 1 | Economic Value to Customers (EVC)

- The flaws of cost-plus and market-share based pricing
- Benefits, uses and steps for using EVC analysis to identify a maximum price for a market segment
- Exploring effective techniques for influencing price sensitivity
- Identifying the problems with a single price strategy and exploring a variety price customization strategies -- by customer, location, time of purchase, quantity, and product design

Topic 2 | How Cost Affects Price

- The benefits, drawbacks, and mechanisms of three pricing strategies -- cost-driven, revenue driven and profit-driven
- Evaluating pricing changes in terms of overall impact on firm profitability, which requires a deep understanding of both your customer and your cost structure

Topic 3 | Price Discrimination and Dynamic Pricing

- Understanding the value of price discrimination
- Practical price differentiation techniques
- Value and methods used in dynamic pricing

Topic 4 | Fighting a Price War

- Coordinating to avoid ruinous price competition
- What happens when two entities compete over many periods
- Using the future to affect the outcome in the present
- How your decisions, your competitors and your customers influence pricing success

Topic 5 | Pricing Frameworks, Experiments, and Revenue Models

- Creative pricing approaches that add value
- Using the Willingness to pay (WTP) discovery technique to obtain the data necessary for optimal pricing strategies
- Price sensitivity variations by customer segment
- Segment customers by differentiating the product/service offering and pricing in a way that reflects the targeted segments
- Product Line Pricing, Bundling, and Versioning

Topic 6 | Price Customization

Topic 7 | Licensing Models

Topic 8 | Auctions

Topic 9 | Revenue Management and Revenue Models