



# Pricing – Value Based Pricing

## Increase profitability by value-based pricing

Two-day intensive seminar

### Valuation, price concepts, implementations

How much is your product or service worth to your customers? Can you set prices without knowing the value of your products and services? Answers to this are crucial as your prices directly determine your profitability!

As a powerful lever in the marketing mix, the price has a direct influence on the business result. Your customers perceive the value of your offer individually, and consequently, their price acceptance varies. If you set prices for your products and services using the cost-plus approach, you are not using the full potential. Value-based pricing provides you with a relevant, value based basis and reasoning for your pricing policy and helps you improve your pricing and increase your profit margin.

### Your benefit & contents

In this two-day seminar, you will be introduced to the relevant pricing policy levers. You will learn how to price your product or service offering with a focus on the value of your offer and in accordance with your customers' preferences.

The basis for this is the systematic determination of the value of your products or services from the perspective of your customers. In the course of the seminar, you will practice the processes and tools relevant to value-based pricing with practical examples so that you can apply them in your daily work. Using best practices from different industries in B2B and B2C markets, opportunities for value determination and value based pricing are also developed. You will be able to transfer the insights from the training to your own business or your own area of responsibility with the opportunity to improve your margins.

Benefit from the practice-oriented know-how and the experience of our experts.

#### Contents

- Pricing basics
  - Methods, strategies, tactics
- Defining value-based pricing
- Meaningful framework conditions
- Determining the value for the customer
  - Value proposition
  - Economic values
  - Emotional values
- Methods & instruments in value-based pricing
- Price argumentation & communication
- Limits and perspective

#### Methodology

- Keynote speeches
- Plenary discussions
- Group work
- Case studies
- Expert tips
- Tool box
- Best practices
- Cross-industry exchange

- **Duration**  
2 days
- **Start/End**  
09:00 am to 05:30 pm each
- **Target group**  
Responsible sales, product, marketing and controlling managers – in all industries
- **Our services**  
Seminar participation & networking  
Seminar documents  
Drinks and lunch  
Certificate of attendance
- **Your investment**  
€ 1,860.00 plus VAT

#### Information and registration

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