



CERTIFIED PRICING EXECUTIVE

Advance your career and lead value monetization initiatives through innovative price models

EPP® CERTIFIED

C|P|Ex

B2B

Certified Pricing Executive

B2B



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PROGRAM

The EPP Certified Pricing Executive (CPEX) Program is specifically designed to refine and exhibit your expertise in value monetization. This program lays out a detailed roadmap with the aim to elevate your proficiency in value strategies, and value drivers in price setting toward value innovation. The program makes room for networking and benchmarking with leading pricing professionals and industry experts for collaborative learning, including workshops, simulations, and case studies.

MODULE 1

THE PRICING FRAMEWORK

- Develop an understanding of the EPP Pricing Maturity Model to Assess your organizational pricing maturity
- Define your actionable pricing goals for the next 12 months

MODULE 2

PRICING STRATEGY

- Learn how to define and articulate a coherent pricing strategy aligned with your business objectives
- Understand the competitive dynamics of pricing and determine your organization's position as a leader, follower, or challenger
- Acquire skills to establish and utilize competitive pricing intelligence effectively
- Grasp the fundamental concepts of effective pricing and apply them to your pricing strategies

MODULE 3

INSTALLING A VALUE STRATEGY

- Master the transition from cost-based pricing to value-based pricing to optimize profitability
- Equip yourself with leadership techniques to drive change in pricing strategies within your organization
- Understand how to embed value-based pricing in the innovation cycle
- Explore pricing strategies that support the digital buying process

MODULE 4

INNOVATIVE MONETIZATION STRATEGIES

- Learn the methodologies for defining price models suitable for various offerings, including outcome-based and subscription models
- Gain the ability to implement dynamic pricing strategies that adjust to market changes and consumer demand
- Understand the principles of integrating sustainability into pricing, with a focus on carbon impact
- Explore effective methods for setting prices for services
- Learn strategies for managing pricing in highly volatile markets
- Understand the implications of artificial intelligence on the evolution of pricing

PROGRAM

MODULE 5

PRICE DATA MANAGEMENT & TECHNOLOGY

- Learn to leverage technology for automating and optimizing pricing decisions
- Gain insights into predictive pricing analytics for B2B contexts
- Develop strategies for pricing complex deals effectively
- Construct a compelling business case for the adoption of pricing software
- Lead successful implementation of pricing software, ensuring smooth integration with business processes

MODULE 6

LEADING THE PRICING ORGANIZATION

- Identify and establish the optimal operating model for your pricing team
- Organize your pricing team to enhance efficiency and effectiveness
- Cultivate growth and professional development within your pricing team to build a strong pricing team and culture
- Thrive in change: actively learning how to navigate change

MODULE 7

YOUR VALUE MONETIZATION ROADMAP

- Create a 12-month roadmap for your pricing strategy, with a focus on execution and results
- Prepare for and achieve certification to validate your expertise in pricing strategy and execution



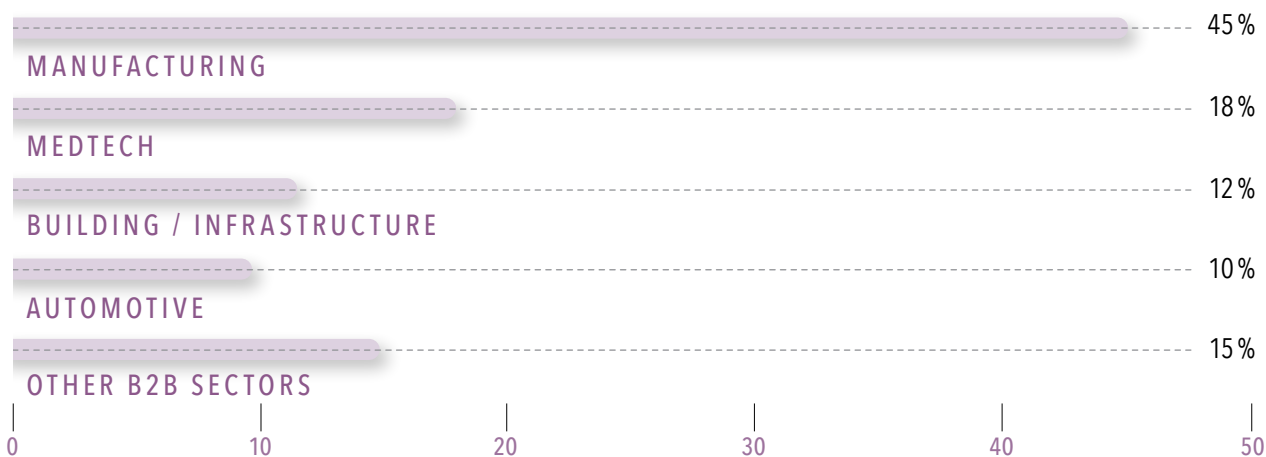
WHO WILL BENEFIT FROM THIS PROGRAM?

The Certified Pricing Executive (CPEX) program is specifically designed for **seasoned pricing managers and pricing leaders** aspiring to elevate their mastery across core pricing competencies and lead impactful value monetization within their organizations.

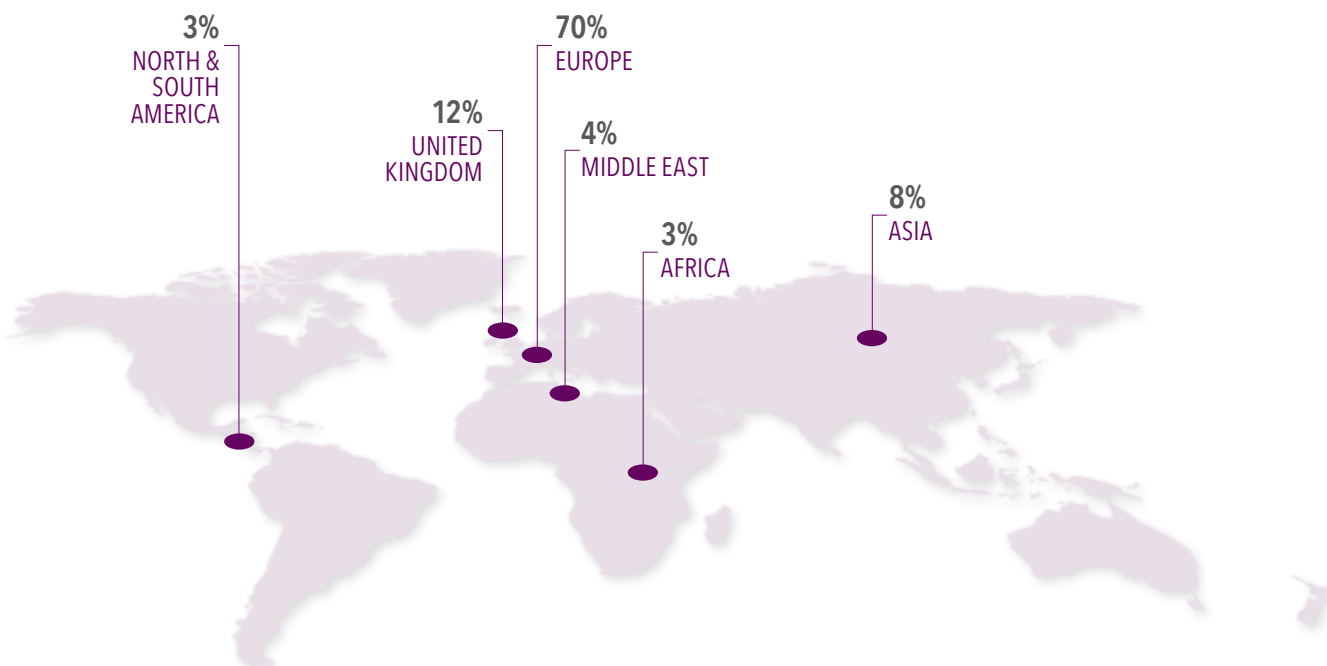
This advanced course is most beneficial for:

- Senior pricing professionals with over **3 years of dedicated experience in pricing**.
- **Pricing leaders'** intent on furthering their development to effectively navigate and lead complex value monetization initiatives.
- **Executives and directors** committed to driving growth and profitability through advanced pricing strategies and prepared to engage in a focused, executive-level learning experience.

REPRESENTATIVE INDUSTRIES INCLUDE:



REPRESENTATIVE REGIONS INCLUDE:



THE EPP EXPERIENCE

CPEX: Leading the Charge in Value Monetization

Are you a seasoned pricing leader looking to transform your organizational value monetization?

This face-to-face program takes you on a 3-days learning journey into the advanced realms of pricing, value monetization, and pricing excellence. Additionally, it includes a focus on **team leadership and strategy, equipping you with the skills necessary to guide a team toward achieving the set objectives effectively.** Designed to empower you with innovative skills and insights, the program enables you to drive substantial growth and lead high-level pricing initiatives, establishing yourself as **leader in pricing excellence and monetization.**



1 LEARN

ADVANCED VALUE MONETIZATION MASTERY

Embark on a journey to master strategic value creation and monetization.

- In-depth learning sessions focused on advanced pricing and value monetization.
- Content that challenges conventional pricing models and encourages innovative monetization strategies.
- Guide to Championing Organizational Change.



2 INTERACT

COLLABORATIVE & LEADERSHIP FOCUSED LEARNING EXPERIENCE

This program is your platform to benchmark, network, and participate in thought-provoking discussions with pricing professionals and EPP's CPEX faculty.

- Workshops and seminars led by industry-leading pricing executives.
- Peer-to-peer learning to benchmark and enhance strategic pricing capabilities.
- Engaging with a global community of pricing professionals for expanded insights.



3 APPLY

PRACTICAL IMPLEMENTATION FOR ORGANIZATIONAL BENEFIT

Transform theoretical knowledge into real-world results by developing a value monetization roadmap.

- Develop and execute a value monetization roadmap, designed to systematically enhance your company's pricing structure and revenue growth.
- Support and feedback from CPEX faculty and pricing peers to refine your pricing approaches.



4 CERTIFICATION

EXECUTIVE RECOGNITION

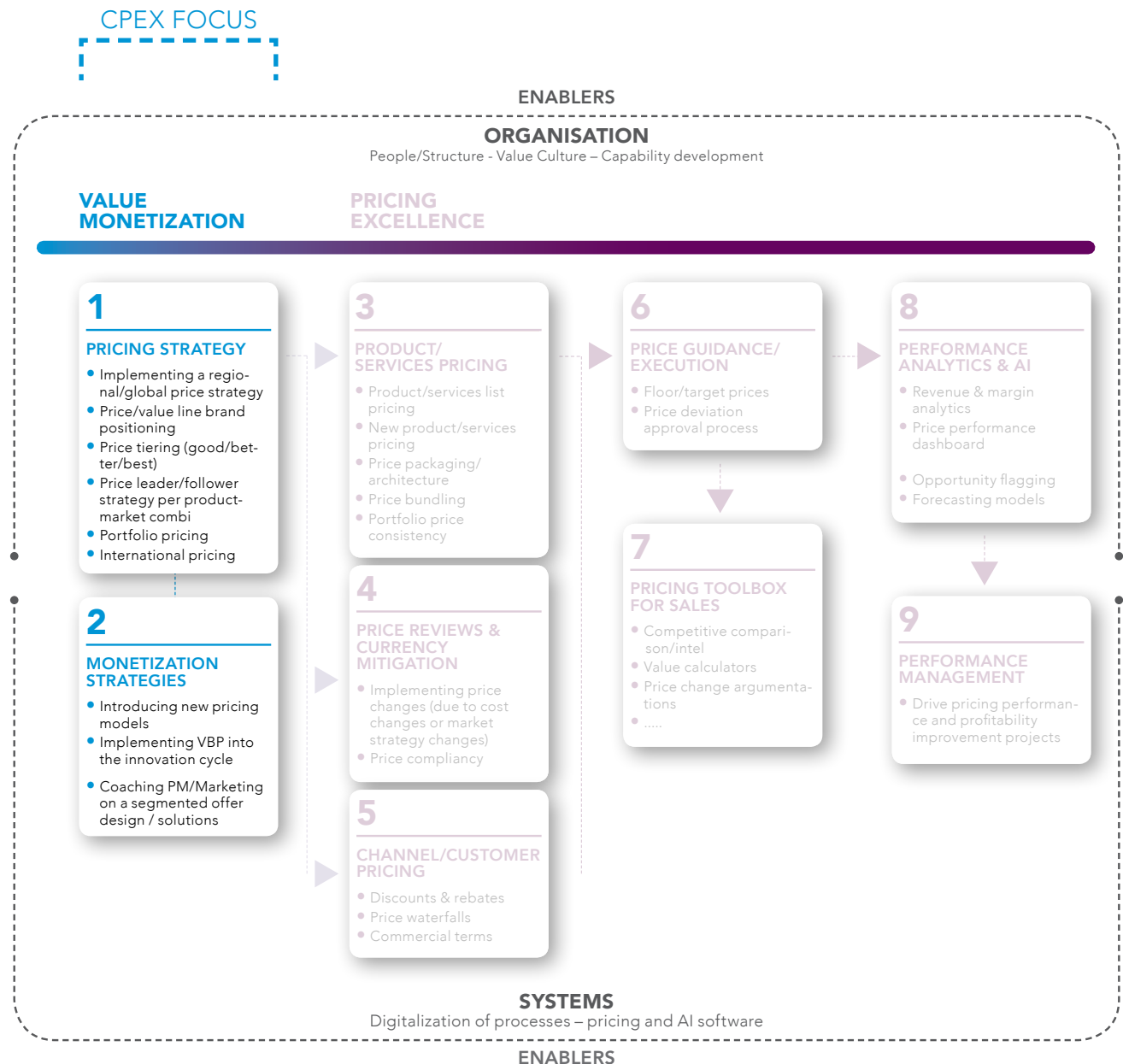
Completing the CPEX program earns you recognition as a leader in pricing and value monetization.

- Obtain an official EPP certificate that recognizes your executive-level expertise in pricing.
- Use your CPEX certification to affirm your role as a change ambassador in the pricing community.

THE VALUE MONETIZATION AND PRICING EXCELLENCE FRAMEWORK

The “Value Monetization and Pricing Excellence Framework” is created through the collective insights of globally renowned pricing experts. It is intentionally designed as the cornerstone for two certifications: the Certified Pricing Manager (CPM) and Certified Pricing Executive (CPEX), and it stands out for its dual-focus approach: the CPM program concentrates on mastering pricing excellence and margin optimization from an operational and project-based perspective while CPEX is geared towards mastering and leveraging value monetization from a more strategic and leadership perspective.

What truly differentiates this framework is its integration into the comprehensive curriculum of these certifications, making it not just a collection of concepts but a practical roadmap for those aspiring to excel in the art and science of pricing, nurturing future leaders in our field.



IN NUMBERS...



30x ROI reported by participants/companies.



87% of CPEX participants say the training has helped them develop a more strategic approach to pricing.



96% CPEX participants say they would recommend the training to their colleagues in pricing leadership positions.



92% CPEX participants say the training has helped them make significant contributions to their organization's pricing performance.



>35 nationalities

*Based on surveys conducted since December 2020 with a sample from EPP Certifications past participants.

OUR CERTIFICATE

Upon successful completion of the program, you'll earn a digital certificate of completion from EPP Pricing Platform.

This is to certify that

2,8362

YOUR NAME

has successfully completed the Certified Pricing Executive Program and is hereby awarded recognition as

CERTIFIED PRICING EXECUTIVE



Pol Vanaerde
President
EPP



CPM NUMBER: **CPEx-2024-018**
CPM ORIGINAL GRAT DATE: **13-06-2024**

All certificate images are for illustrative purposes only and may be subject to change at the discretion of EPP Pricing Platform.

FAQ

What are the learning requirements necessary to successfully complete the CPEX program?

Our CPEX programs adhere to a rigorous learning process. Participants must meet minimum criteria to obtain the Certificate, which includes active attendance at the on-site training and successful completion of the CPEX Online exam.

What do I receive upon completing the CPEX program?

Upon successfully fulfilling all CPEX program requirements within the specified time limit, you will be awarded an official Certificate as a Certified Pricing Executive from EPP. Additionally, you can showcase this certificate on your LinkedIn profile.

I represent a company or organization interested in enrolling multiple employees in the same CPEX program. Is this possible?

Absolutely! We highly encourage teams to participate together in our CPEX programs to enhance their learning and impact. Additionally, we offer exclusive group rates for professionals from the same organization. For more details or to discuss group rates, please feel free to contact us.

I have concerns about potential legal issues arising from discussing our company's pricing within the CPEX program. Can you offer more information on the legal aspects?

By registering for the CPEX program, participants sign the 'Code of Conduct.' You can find detailed information about our code of conduct at this link: [EPP Code of Conduct](#).

What is included in the CPEX program fees?

The CPEX program fees cover training expenses, all educational online materials, access to the EPP online e-learning, as well as coffee breaks, 3 lunches and one EPP-organized group networking dinner. It is important to note that the fees do not cover travel, accommodation, individual dinners, or other personal expenses.

Will I have an opportunity to interact with EPP CPEX Faculty?

Yes, of course. We intentionally limit class sizes to ensure ample faculty-to-participant time. Our faculty comprises highly engaging and experienced trainers who are dedicated to action-oriented learning. You will have numerous opportunities to interact with our faculty during the training sessions, coffee breaks, lunch breaks, and evening activities. Many participants maintain contact with the faculty even after completing the CPEX Training.

Will I be able to interact with other participants?

Absolutely. The learning experience is designed to encourage interaction among participants. You can interact with fellow participants during training sessions, coffee and lunch breaks, and the CPEX evening activity. Many participants continue to stay in touch with each other after the training, creating a valuable network for ongoing professional connections.



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 HENCO

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HÜNNEBECK 

 MICHELIN

 Nestlé
HealthScience

 NORGINE

 PETRONAS

PHILIPS
Healthcare

 **POCLAIN**
Hydraulics

 Schindler

 **STAPLES** Advantage

SULZER

synthos

 telenor

 tesa

Talk with a Program Advisor

For a personalized consultation, contact a member of our learning team.



For further information on the CPM® Program please contact Ripsime Matevosian
ripsime.matevosian@pricingplatform.com
www.pricingplatform.com
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EPP is the global business community for pricing and revenue management professionals. We partner with forward-looking businesses to co-create impactful learning journeys, events and content to improve top line revenues and profitability.