



CERTIFIED PRICING
PROFESSIONAL™

2 Credits

VALUE BASED PRICING AND CORPORATE STRATEGY

*A 5-day intensive
executive education*

*Rise to the challenge of profitable and
positive customer engagement through
comprehensive instruction on value
based pricing and corporate strategy
with world leading instruction.*

**November
16-20, 2015**

Presented by
Tim J. Smith, PhD.,
Founder and CEO of Wiglaf LLC
Chicago, IL



HELPING EXECUTIVES MANAGE PRICE BETTER™

WHO SHOULD ATTEND

The *Value Based Pricing and Corporate Strategy* intensive executive education course is designed for senior managers and executives of companies in business and consumer markets who analyze, recommend, or approve

pricing decisions. It is designed for executives engaged in marketing, finance, sales, and operations of larger corporations and for managing directors and presidents of smaller companies. It addresses pricing issues for new products

needing go-to-market pricing, and mature products facing significant competitive pricing pressures. The program requires the ability to work with quantitative information and spreadsheets.

COURSE OVERVIEW

Pricing challenges and decisions arise early and often in business. List prices, discounts, new product development, account management, and international markets are just a short list of key pricing challenges facing modern corporations. How should executives manage pricing at both the quantitative and qualitative level?

In this 5-day intensive executive education on *Value Based Pricing and Corporate Strategy*, Tim J. Smith, PhD will share how leading firms are integrating different pricing and price management techniques throughout the corporation to maximize both growth and profitability.

*Learn firsthand from
Tim J. Smith, PHD—
world-renowned expert and
corporate advisor in pricing*

Tim J. Smith is the author of *Pricing Strategy: Setting Price Levels, Managing Price Discounts, and Establishing Price Structures*, an Amazon Top 100 Best Seller in Marketing and used in leading MBA programs globally.

He is Founder and CEO of Wiglaf Pricing, a global pricing consultancy whose clients include Dun & Bradstreet, Corning, CA Technologies, Symantec, Overhead Door, Intralinks, Drillinginfo, Code 3, Labelmaster, Chevron, BitDefender, and many others.

Tim is also an Adjunct Professor of Pricing Strategy at DePaul University's Kellstadt Graduate School of Business, and Academic Advisor to the Professional Pricing Society's Certified Pricing Professional program.



PROGRAM OUTLINE

DAY 1

Value Based Pricing

- What is Value Based Pricing
- How to model Exchange Value to Customer using qualitative market research
- How to optimize prices from Conjoint Analysis market surveys and other pricing focused survey-based research
- How to detect pricing potential from econometric and statistical approaches, including limitations and uses for elasticity studies
- What are neutral, penetration, and skim pricing strategies on the price-to-benefits map

DAY 2

Price Variance Management

- What is the proper role of discounts and promotions
- How to manage price promotions and discounts
- How to construct and interpret net price analysis, price waterfalls, price bands, price-to-market segment, and price-to-metric studies
- How to quantify promotional effectiveness metrics

DAY 3

Psychology of Pricing

- Perceptual challenges found in social, cognitive and psychological biases
- Limitations and uses of price endings, including the “9’s effect”
- Prospect theory and the implications of predictable irrational behavior of customers
- Anchoring, Endowment, Framing, and other effects which impact pricing latitude
- Economic expenditure effect and psychological counter-expenditure effect

DAY 4

Unit, Tiered, and Bundled Pricing

- Distinguish the market characteristics that support either unit, tiered, or bundled pricing
- Understand the economic drivers to selecting between unit, tiered, and bundled pricing
- Construct analytical models to identify optimal prices in a bundled price structure
- Identify the consumer behavior influences to optimal pricing selection in unit, tiered, and bundled price structures
- The role of revenue management, two-part tariffs, tying arrangements, and subscriptions (SaaS) price structures

DAY 5

Pricing and Corporate Strategy

- Connect offering development to pricing decisions
- Connect customer account development to pricing decisions
- Connect international contingencies to pricing decisions
- Learn a proven framework for integrating pricing into corporate strategy towards a path for constant improvement

“Thank you for your insightful session on a different perspective to pricing. Your presentation went through a complex topic yet was easy to understand.”

—Prasadkumar Dethé
Program Manager, India, HP

INSTRUCTION BY TIM J. SMITH, PHD

Tim is the founder and CEO of Wiglaf Pricing, an Adjunct Professor of Marketing and Economics at DePaul University, and the author of *Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures*. Dynamic, entertaining and engaging, Tim brings real-world experience, relevance and practical application to topics that provides participants with unparalleled opportunities to learn, grow and expand their knowledge.

At Wiglaf Pricing, Tim helps executives manage price better through consulting, workshops, training, books, and other media. He provides productized and actionable consulting services for firms of all sizes across many industries. He has been a keynote speaker and workshop leader on a variety of pricing topics to professional audiences across the globe. Tim's book, *Pricing Strategy*, has been described by independent reviewers as "the most comprehensive pricing strategy book" on the market -- better than its competing alternatives.

Tim began his career as a research scientist in quantum mechanics before his interest in transferring technological advances to societal implementations led to pursuits in business strategy.

His focus on pricing is a natural culmination of his deep love of mathematics and his orientation toward capturing profitable customers.

As well as serving as the Academic Advisor to the Professional Pricing Society's Certified Pricing Professional program, Tim is a member of the American Marketing Association, Business Marketing Association, and American Physical Society. He holds a BS in Physics and Chemistry from Southern Methodist University, a BA in Mathematics from Southern Methodist University, a PhD in Physical Chemistry from the University of Chicago, and an MBA with high honors in Strategy and Marketing from the University of Chicago GSB..

Tim has authored:

- *Hawks, Seagulls, and Mice: Paradigms for Systematically Growing Revenue in Business Markets* (2006)
- *Workbook of Quantitative Tools and Techniques in Marketing, 2nd ed.* (2011)
- *Pricing Strategy: Setting Price Levels, Managing Price Discounts, & Establishing Price Structures* (2012)

The 3 Key Pricing Questions

From the customer's perspective ...

1. What is my alternative?
2. Is your product better or worse?
3. Why should I care?



PROGRAM DETAILS

November 16 – 20, 2015

*Fee: \$4,995**

The program fee includes tuition, lunches, morning coffee break, afternoon tea break, and all educational materials. The fee is payable in advance upon confirmation of registration.

The course begins at 9:00 AM on Monday and ends at noon on Friday. The course meets from 9:00 AM to 4:30 PM Monday through Thursday, and from 9:00 AM until noon on Friday.

Attendees to all 5 days of instruction will receive an autographed copy of *Pricing Strategy: Setting Price Levels, Managing Price Discounts, and Establishing Price Structures*, by Tim J. Smith, PhD

PPS Certified Pricing Professional Accreditation



Attendees successfully completing the online accreditation exam will receive up to two credits toward their CPP certification—the Certified Pricing Professional accreditation delivered by the Professional Pricing Society.

**For immediate registration,
please call (872) 829-2495.**

Each course attendee will receive instructional materials.

Attendees should come with a laptop computer configured for Microsoft Excel. A basic knowledge of Excel is required.

**\$4995 is the total five-day fee. Day Rates and Group Discount information can be found on the Registration Form.*

“Really enjoyed your high octane presentation: it makes pricing interesting & relevant.”

Armin Kakas
Revenue Management, MillerCoors LLC

“Wiglaf Pricing helps us create compelling arguments for philosophical change to old-school pricing strategies. We enjoy learning new ideas with Wiglaf’s unique, dynamic storytelling approach!”

Deborah Prickette
Director, Global Strategic Planning & Pricing, Emerson Process Management

ACCOMMODATIONS

The fabulous Sheraton Chicago Hotel & Towers is the host for the first annual *Value Based Pricing and Corporate Strategy 5-Day Intensive Executive Education* course by Tim J. Smith of Wiglaf Pricing. You can reserve your room directly with the hotel. The Wiglaf Pricing room block at a reduced price will be available until October 17th. We advise that you make your reservation early if you are fairly certain that you will attend the executive education course.

Located in the heart of downtown Chicago, the Sheraton Chicago Hotel & Towers, one of the finest hotels in Chicago, is ideally situated on the Chicago River, within walking distance of Navy Pier, Magnificent Mile shopping, Millennium Park, the Loop business district and all of the other local favorites that make Chicago a one-of-a-kind destination.

Each of the hotel’s guest rooms and suites feature lake, river and city skyline views, and Sheraton’s ultra-comfortable Sweet SleeperSM bed. The hotel also features five distinctive restaurants and bars, including Shula’s Steak House, one of the Top 10 Steak houses in America.

Chicago’s best accommodation experience awaits you at the Sheraton Chicago Hotel & Towers!

Call (888)627-7106 to reserve rooms under the Wiglaf Value Based Pricing and Corporate Strategy room block and discounted rate.

REGISTER TODAY!

YES, I will attend the Value Based Pricing and Corporate Strategy 5-Day Intensive Executive Education

Name			
Title	Company		
Mailing Address			
City	State	Zip	Country
Phone	Email		

<input checked="" type="checkbox"/>	Day:	Instruction:
<input type="checkbox"/>	16 November	Value Based Pricing
<input type="checkbox"/>	17 November	Price Variance Management
<input type="checkbox"/>	18 November	Psychology of Pricing
<input type="checkbox"/>	19 November	Unit, Tiered, and Bundled Pricing
<input type="checkbox"/>	20 November	Pricing and Corporate Strategy
Total Price:		

Please make checks payable to Wiglaf LLC.

Group Discount Information:

2 Attendees	20%
3 Attendees	30%
4 Attendees	40%
5+ Attendees	50%

Please send completed registration forms to:
 Wiglaf Pricing
 2607 W. Augusta Blvd.
 Chicago, IL 60622

Or, email completed forms to:
 tsmith@wiglafpricing.com

Registration Deadline:
 October 30, 2015

Instructional Depth:	Price:	CCP Credits Eligible:
Any 1 Day.....	\$1,495.....	1
Any 2 Days.....	\$2,295.....	2
Any 3 Days.....	\$3,295.....	2
Any 5 Days*.....	\$4,995.....	2

**Includes signed copy of Pricing Strategy by Tim J. Smith*