

COURSE OUTLINE

B2B Innovative Pricing Workshop

Who is it for?

- Companies facing a complex pricing challenge of capturing the full value from their products or services. Often this may be due to a product or service innovation, competitive change in the market, or just because they are not able to capture a fair share of the value created for customers.
- Attendees would include product managers, R&D management or innovation project leads, marketing and CEOs (of smaller companies).

What is it about?

The workshop is designed to help delegates:

- Understand the value drivers and barriers for innovative products/services, processes or go-to-market
- Design pricing architectures to maximize sustainable value capture
- Develop business model to enable delivery of value
- Identify strengths, weaknesses and gaps in the value proposition, pricing and business models and prioritize actions
- Can be used at any stage of product development or with existing products with unsatisfactory value capture

What will it cover?

The workshop takes a structured approach broken into 5 modules:

1. Value proposition definition (including hidden elements)
2. Pricing architecture development
3. Business Model layout
4. Business Case key assumptions
5. Readiness and risk assessment

The workshop includes

- Key concepts and examples
- Structured breakout groups to address specific key points
- Sharing and feedback sessions
- Using powerful tools to reinforce and sustain key elements

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What will I learn?

Actionable deliverables:

- Clear understanding of value proposition
- Proposed pricing model(s)
- Clear indications of risks and gaps in knowledge and plans to address
- VALUE Toolset that can be used going forward to refine plans up until launch