

PRICING OPTIMIZATION

Day 1 (8:00 AM - 5:00 PM)

Topic
Introductions
Motivation and Trends: Data-Information-Knowledge-Action
Financial Framework - 14 Metrics
Group Activity - Financial Exercise
Pricing Optimization Framework - 5 Critical Drivers
Pricing Game - Round 0
Customer Stratification Framework
Buying Power, Loyalty/Alignment, Profitability
Group Activity - Cost-to-Serve (CTS)
Pricing Game - Round 1
Customer Strategies
Implementation Components
Item Stratification Framework

Day 2 (8:00 AM - Noon)

Topic
Pricing Game - Round 2
Customer Item Visibility
Sales, Hits, Recency of Transaction
Pricing Game - Round 3
Unit Cost and Gross Margin Levels
Pricing Game - Round 4
Pricing Rules - How to build a consistent pricing process?
Implementation Components
Real-World Implementation Examples
Action Roadmap
Questions and Discussion