

Invitation

June 14 | 2018

Lufthansa Seeheim
10 am – 4 pm

How to Improve Margins with Dynamic Pricing Throughout the Customer Engagement Cycle

While digital technologies have created plenty of new revenue opportunities along the Long Tail, profitable business models have been the exception rather than the norm. Technological advances have levelled the global playing field, increased competition and put an ever-increasing pressure on companies' margins and profits.

While price sensitivity and perceived value vary across the customer lifecycle, many companies continue to apply undifferentiated pricing, sacrificing sales and profitability. Companies that want to capture the full pricing potential of their solutions must deploy dynamic pricing at each stage of the customer engagement cycle.

During this day-long workshop we will address four important topics regarding these new realities:

- 1 How do pricing power, perceived value and price sensitivity vary at each stage in the customer engagement cycle?
- 2 Which value and pricing approaches have been proven to work?
- 3 What are the factors that determine influence price sensitivity?
- 4 How can one communicate value and price at each stage of the engagement cycle?

Speakers



Timothy Matanovich
CEO, Value & Pricing Partners



Norbert Weisshaar
NewLeafPartners

Workshop package
249,00 €

For registration go to: <https://www.xing-events.com/MarginAcademy2018>