SESSIONS

1:00 PM - 1:40 PM

PRICING PRACTITIONERS

SELLING, NOT TELLING: HOW TO BECOME A STRATEGIC PRICING PARTNER

KATIE WEI
Global Pricing Strategist, Hypertherm

: INTERMEDIATE
: B2B AND B2C THEMED

Pricing teams have the unique advantage of consulting with sales, finance, marketing and management on a regular basis. However, despite this access, pricing is often left out of key strategic decisions. If your pricing team wants to make the move from impact to influence, selling your value proposition is key. With so many touchpoints, pricing can have a tremendous amount of influence on shaping and executing strategy when given the right seat at the table.

In this session, presenter Katie Wei, a former sales executive turned pricing strategist, will tell the story of how she moved a pricing team from performing data entry and transactional reporting to becoming a key player on the strategy team.

ATTENDEES WILL LEARN:

- How to approach the business consultatively: ask questions, listen deliberately and uncover pain points
- How to collaborate on solutions and execute while increasing your sphere of influence
- How to monetize the value you've created for the organization and sell your strategic importance

PRICING EXPERTS

NAVIGATING DIFFICULT DISCUSSIONS WITH STAKEHOLDERS

DANIELLE RAY
Manager Product Pricing, TE Connectivity

: INTERMEDIATE
: B2B THEMED

Have you faced situations in which stakeholders wanted to implement a change to pricing strategy, but the analysis showed that the risks outweighed the opportunities? Or a review of the situation revealed that there were mistakes in contracts with business partners that needed to be corrected? When confronted with difficult situations, Pricing Managers need to have the tools and the confidence present their analytics findings and recommendations in a constructive manner that will be both understood and well-received by executive management.

Designed for pricers with moderate to intermediate levels of experience, this session will teach pricers how to approach these types of discussions by being prepared to protect the organization, maintain relationships, and build trust.

ATTENDEES WILL LEARN:

- The role of analytics and how to leave emotions out of discussions
- How to apply negotiation skills within meetings and presentations
- To identify when they can create value and when they need to move on

TOOLS AND TECHNIQUES

A ROADMAP FOR IMPLEMENTING TARGET PRICE GUIDANCE THAT ADDS VALUE IN YOUR B2B COMMERCIAL PROCESS

DAVID ANDERSON
Business Consultant, Vendavo

: INTERMEDIATE
: B2B AND B2C THEMED

In this modern business world there is no shortage of pricing data to be analyzed. While conducting such analysis is essential, value is only derived by effectively communicating these insights to the field. The question of how best to arm the sales team with accurate, dynamic, real-time price recommendations and customer strategies that they can use to sell more at a better margin is an issue all organizations face. Derived from price implementation case studies across various industries, this presentation focuses on the best practices required for driving pricing insights into the field. Major topic areas include: designing a pricing tool for the sales team, properly tailoring the level of information provided, and accelerating adoption.

ATTENDEES WILL LEARN:

- To determine the appropriate level of pricing insights necessary for their sales team
- To drive organizational price and margin targets into the field
- To ensure price recommendation compliance

DATA SCIENCE

MACHINES ARE LEARNING FROM DATA: IT'S A PRICING OPPORTUNITY

DUSHYANT ZUTSHI
Director, Product Management and Pre-Sales, Vistaar Technologies, Inc.

: INTERMEDIATE
: B2B AND B2C THEMED

Businesses increasingly find themselves in a new paradigm in which data and software driven strategies are imperative for sustained commercial success. It's no longer enough to have good processes and experienced personnel. Computers are more adept than humans at sorting through data with complex variables such as frequently fluctuating costs, rapidly evolving pricing models, and shifting customer priorities. Relying on spreadsheets, custom software tools and experiences to manage the complexity of becoming a "data driven business" is inadequate.

The good news is that modern pricing software solutions, powered by advanced algorithms and machine learning techniques, enable businesses to constantly analyze data on an unprecedented scale and drive intelligent sales strategies for this data driven world.

ATTENDEES WILL LEARN:

- How a global manufacturer moved from anecdotal experience based sales pricing to data driven decision making
- The case for machine learning and learning from machines
- How a customer conquered change management issues when transitioning to data driven decision making