



# ONLINE PRICING COURSES

## **The path to pricing success.**

The Professional Pricing Society brings today's cutting edge pricing training to you – wherever you are in the world. We have a compelling curriculum of Online Pricing Courses, with new relevant courses being added frequently. With our flexible pricing training options, you can get the education you need on a schedule that works for you!

**Best of all, by completing these courses you receive credits towards earning your Certified Pricing Professional (CPP) designation.**



# WHAT IS THE CPP?

**The Certified Pricing Professional (CPP)** designation is the standard for advanced knowledge and expertise in the field of Pricing. As the only globally recognized pricing designation, the CPP establishes you as a true pricing professional. Since 2003, over 900 individuals have taken courses in pricing through Professional Pricing Society and passed their exam to earn the CPP designation.

## **HIGHLIGHTS:**

- More than 900 professional have received their CPP designation
- The CPP program was developed in conjunction with leading universities
- Many corporations are making CPP designation an important requirement for pricing professionals

See all of our courses, descriptions and presenters at **[PricingSociety.com/training](https://PricingSociety.com/training)**. We can help you develop a personal pricing education roadmap to give you the exact tools you need based on your industry and professional background.

# ONLINE PRICING COURSES

## LEVEL 100 - FOUNDATION OVERVIEW

- **BEST PRACTICES IN DESIGNING AND IMPLEMENTING VALUE-BASED PRICING STRATEGIES**  
Andreas Hinterhuber, PhD.  
Partner, Hinterhuber & Partners,  
Visiting Professor Bocconi University
- **BEST PRACTICES IN PRICING ANALYTICS**  
Reuben Swartz  
Lecturer, Consultant
- **CORE PRICING SKILLS**  
Stephan A. Butscher  
Chief Talent Officer, Simon-Kucher & Partners
- **PRICING DURING TURBULENT TIMES**  
Paul Hunt  
President, Pricing Solutions
- **THE SALES TEAM AND PRICING SUCCESS**  
George Cressman  
Founder and President, World Class Pricing

## LEVEL 200 - PRICE SETTING

- **FUNDAMENTALS OF PRICE INCREASE AND DECREASE**  
Stephan Liozu, Ph.D., CPP  
Pricing Evangelist, Value Innorruption Advisors
- **IMPLEMENTING PRICE CHANGES IN COMPETITIVE MARKETS**  
Richard Lancioni, Ph.D., CPP  
Chair Department of Marketing,  
Temple University, Fox School of  
Business and Management
- **PRICING, VALUE & INNOVATION**  
Stephan Liozu, Ph.D., CPP  
Pricing Evangelist, Value Innorruption Advisors
- **QUANTITATIVE METHODS THAT HELP TO OPTIMISE YOUR PRICING**  
Stephan A. Butscher  
Chief Talent Officer, Simon-Kucher & Partners
- **VALUE-BASED PRICING AND VALUE MODELING: THEORETICAL & PRACTICAL PERSPECTIVES**  
Stephan Liozu, Ph.D., CPP  
Pricing Evangelist, Value Innorruption Advisors

## LEVEL 300 - PRICE VARIANCE MANAGEMENT

- **BEST PRACTICES FOR PRICING EXECUTION**  
Joanne Smith  
President, Pricing to Profits Consulting
- **DECISIONS IN ADD-ON AND VERSIONING PRICE STRUCTURES**  
Tim Smith, Ph.D.  
Managing Principal of Wiglaf Pricing
- **QUANTITATIVE METHODS IN DISCOUNT MANAGEMENT**  
Tim Smith, Ph.D.  
Managing Principal of Wiglaf Pricing



## LEVEL 400 - PRICING PSYCHOLOGY

- **INFLUENCING CUSTOMER PRICE ACCEPTANCE**  
 Tim Smith, Ph.D.  
 Managing Principal of Wiglaf Pricing
- **NEW PERSPECTIVES ON PRICING**  
 Dr. Enrico Trevisan  
 Partner, Simon-Kucher & Partners
- **PSYCHOLOGICAL ASPECTS OF PRICING**  
 Andreas Hinterhuber, PhD.  
 Partner, Hinterhuber & Partners,  
 Visiting Professor Bocconi University

## LEVEL 500 - ELECTIVES

- **ACHIEVING PRICING AND PROFITABILITY EXCELLENCE IN RETAIL**  
 Chris Goodin, Principal, Deloitte *and*  
 Kim Frazier, Senior Manager, Deloitte
- **AVOID THE COMMODITY TRAP: PRICING SERVICES IN A RECESSION**  
 Reed K. Holden, D.B.A.  
 Founder, Holden Advisors
- **BUNDLING'S IMPACT ON PROFITS**  
 Tim Smith, Ph.D.  
 Managing Principal of Wiglaf Pricing
- **THE FUNDAMENTALS OF SERVICES PRICING**  
 Alfred P. Hahn  
 President, Hahn Consulting, Inc.
- **HOW TO ACHIEVE PRICING EXCELLENCE**  
 Jim Saunders, Leader of Pricing Management Practice, Pricing Solutions
- **HOW TO PLAN, PRICE AND DELIVER A SOFTWARE-AS-A-SERVICE OFFERING**  
 Jim Geisman  
 President, Software Pricing Partners, Inc.
- **QUANTIFYING AND DOCUMENTING VALUE IN BUSINESS MARKETS**  
 Andreas Hinterhuber, PhD.  
 Partner, Hinterhuber & Partners,  
 Visiting Professor Bocconi University *and*  
 Todd Snelgrove, Global Manager, Value, SKF

- **QUANTITATIVE PRICING RESEARCH: FRAMEWORK AND METHODOLOGIES**

Walter R. Paczkowski, Ph.D.  
 President, Data Analytics Corporation  
 & Rutgers University

- **RETAIL PRICING STRATEGIES AND TACTICS**

Jon Hauptman  
 Partner, Willard Bishop LLC

## LEVEL 600 - CORPORATE STRATEGY

- **CHANGE MANAGEMENT IN PRICING: THEORIES, BEST PRACTICES AND A TRANSFORMATIONAL FRAMEWORK**  
 Stephan Liozu, Ph.D., CPP  
 Pricing Evangelist, Value Innorruption Advisors
- **THE 5C MODEL OF PRICING TRANSFORMATION**  
 Stephan Liozu, Ph.D., CPP  
 Pricing Evangelist, Value Innorruption Advisors *and*  
 Joe Smith, CEO and Owner, ???????????
- **ORGANIZING PRICING FOR SUCCESS**  
 Stephan Liozu, Ph.D., CPP  
 Pricing Evangelist, Value Innorruption Advisors
- **PRICE CERTAINTY IN UNCERTAIN TIMES: 10 WAYS TO STOP LEAVING MONEY ON THE TABLE**  
 Mark Burton  
 Co-Founder & Vice President, Holden Advisors
- **PRICING AND THE C-SUITE**  
 Stephan Liozu, Ph.D., CPP  
 Pricing Evangelist, Value Innorruption Advisors
- **PRICING TRANSFORMATION: CREATING THE PASSION, URGENCY AND SKILL FOR SUPERIOR PRICING ACROSS BUSINESS, MARKETING & SALES**  
 Joanne Smith  
 President, Pricing to Profits Consulting



# HOW DO I BECOME A CERTIFIED PRICING PROFESSIONAL?

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**To earn the CPP designation, one must:**



Take 6 classes through  
Professional Pricing Society  
and pass each class's test



Complete the Study Sessions for review



Pass the CPP Exam



VISIT [PRICINGSOCIETY.COM/TRAINING](https://PRICINGSOCIETY.COM/TRAINING) FOR ADDITIONAL INFORMATION.