



Executive/Pricing Leader Training in Strategic Pricing

Workshop Training Session

THURSDAY, JUNE 5, 2014, AT 1:00 PM

HYATT REGENCY-O'HARE, CHICAGO, IL

Program Description

Please join SPA's David Bauders in a workshop training session covering the pricing leader's mastery of essential analytical, process, metrics, and cultural issues surrounding Strategic Pricing. Every pricing leader needs to master a core set of disciplines and capabilities to maximize price improvement and sustainability. This workshop will evaluate each company's level of pricing mastery, identify gaps, and provide valuable strategies for maximizing execution.

SPA will discuss the change-management, organizational, cultural, and process dimensions that usually mean the difference between good and great performers in the SPA program. A panel of experienced owners and pricing leaders will discuss their lessons learned along this journey.

This program will be valuable to pricing leaders and executives of SPA clients, to help maximize the returns on their investment in Strategic Pricing.

Executive Training on Strategic Pricing: Best Practices Panel

David S. Bauders, President, SPA
Executives of Several SPA Clients

We will discuss the following topics:

- Documenting and Measuring Your Pricing Process
- The Cultural Dimension: Selling on Value, Not Price
- The People Dimension: Staffing for Success
- Overcoming Organizational Obstacles: Culture, Metrics, Incentives
- The Pricing Methods Mix and The Metrics that Matter

This free 3-hour seminar will help your company focus its pricing mission in a proven, practical, action-oriented way.

To Register for This Free Training, please contact Sheri Morford at Sheri.Morford@strategicpricing.com or call at 216.455.1544.

About SPA: www.strategicpricing.com

SPA is the leading provider of pricing analytics and comprehensive process and sales force training to complex companies of all types: manufacturing, distribution, equipment, services, and software/technology products. Since 1993, we've built a strong platform of proprietary analytics to quickly and efficiently help companies convert their own invoice data into pricing architectures that optimize their pricing performance and competitive position. Our typical client applies our pricing architecture and improves profitability by two to four percent of sales: \$2 to \$4 million per \$100 million of affected revenue. The benefits are staggering; and they are typically accomplished in less than 90 days.

Strategic Pricing Associates
2701 Park Drive
Cleveland, OH 44120
216-455.1540
info@strategicpricing.com