Program Introduction:
Studies have shown that pricing is the most critical profit driver in today’s competitive business environment. Yet few firms think systematically about their pricing strategies or acquire the confidence to leverage their pricing strategies to capture maximum value. Value-Added Pricing is a powerful systematic method and framework to increase profitability by identifying and communicating the compelling reasons customers should possess high levels of satisfaction and loyalty.

Objectives
- Implement concepts, techniques and tools to generate profitable, loyal customers
- Determine when to compete on price and when not to
- Identify the appropriate prices for the value-added your organization provides, relative to customer needs and the competitive market place

Why Value-Added Pricing is Important
- Drives value-based market segmentation
- Stimulates purchasers to engage in value discussion
- Empowers purchasers to justify higher-priced choices
- Change customers’ price perceptions to capture more value
- Evaluates the real financial implications of pricing decisions

Price/Registration:
$1995 – full tuition (includes materials, meals and certificate of completion)
$1695 – early bird registration (available when registration and payment are received one month prior to program start date)

To register contact Kristin St. Marie at stmarie@bus.msu.edu, (517) 353-8711 or (800) 356-5705 or online at http://execed.broad.msu.edu

November 1-2, 2012
The James B. Henry Center for Executive Development
Michigan State University, Lansing, Michigan

Michigan State University
Broad College of Business
Executive Development Programs
**Why MSU Executive Education?**

*Learn*
- Invest in yourself
- Access leading research of MSU faculty
- Enhance your knowledge/skills

*Reflect*
- Improve your performance
- Learn how to apply new processes to resolve business problems
- Gain control of your day

*Change*
- Grow your organization
- Become more strategic
- Enhance productivity and profitability

*Create Value for your Organization through Strategic Pricing*

**Who Should Attend:**
This seminar is designed for managers and executives responsible for designing, evaluating, and implementing pricing strategies. It is especially valuable for directors of marketing, finance, sales, and for managing directors and presidents of smaller companies, who are introducing new products, facing significant price competition, or failing to achieve prices that reflect the value they deliver.

**Schedule:**

**Day 1**
- **Focus Company Resources**
  - Segmentation of resources
  - Prioritize use of resources
- **Identify Sources of Value**
  - Hidden assets
  - Sources of value to the customer
- **Calculate Value**
  - Customer Value Management tools to quantify value drivers
  - Create a team approach to substantiate value
- **Develop Pricing, Positioning, and the Value Proposition**
  - Pricing strategies
  - Product positioning
  - Using pricing and positioning to create value propositions

**Day 2**
- **Communicate and Sell Value**
  - Customer compliance on value-added pricing
  - Gain team approach for customer value management marketing techniques
- **Deepen Customer Relationships**
  - Develop metrics
- **Fit Customer Value Management with Strategic Marketing, Sales and other Internal Processes**
  - Implementation of the strategy
  - Evaluation methods

**Evening on own**

**Comments from Seminar Participants:**

“I enjoyed the interactive format and other business examples. I also enjoyed that I was able to formulate a step-by-step approach to implement value pricing as well as tools to help with positioning, targeting and segmenting.”  
– Stryker

“Good mix of theories and study results with real-world examples. Dr. Harrell’s real-life experiences add tremendous credibility. I could relate every concept to the challenges that exist in my business.”  
– Michigan International Speedway

“Dr. Harrell’s enthusiasm made this seminar very enjoyable. The small group activities, personal stories and real world situations help bring the points across clearly.”  
– Village Press

**Location:**
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18 hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

**For more information, go to:**
http://execed.broad.msu.edu