Göran Skugge, Ph.D. is sharing his Pricing Expertise
by speaking at the PPS 5th Annual European & Global Pricing Conference in Brussels, Belgium
Thursday, 26 November 2009

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Senior Partner
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Download Conference Brochure above

Each Workshop attendee will earn 1 credit towards the CPP designation PLUS will receive 1 Online Pricing Course at no additional charge!

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PPS BREAKOUT SESSION (Afternoon):

Pricing Based on the True Willingness to Pay

Most companies dream about charging prices based on the value their products or services deliver, but few have ever managed to capture the customers' actual willingness to pay.

As a consequence, value-based pricing is used more often as an expression rather than actual practice. Companies practicing true price optimisation have managed to demonstrate impressive returns on sales.

During this presentation, you will learn how to optimise pricing simultaneously for multiple products or services with successful results. Business cases from newspapers, groceries and commodities will be presented.

Attendees will learn:

- The power of true price optimisation
- How to return measurable results, e.g. improved return on sales
- The technique behind price optimisation