



PRICING FOR PROFIT

A Practical One-Day Workshop for Marketers, Sellers, Product and Business Managers in the Chemicals and Plastics Industry

Prepared specially for the ECMSA Strategy and Marketing Conference in Brussels, 13th October 2003

OVERVIEW

This workshop combines a strategic and operational perspective on pricing for profit, with specific reference to the challenges and issues confronting commercial managers in the chemicals and plastics industry.

It will cover the following key topics

- Pricing for Profit
- Creating and Capturing Value
- Differentiation and Pricing
- Key Pricing Models
- Key Pricing Strategies

SHOULD YOU ATTEND?

This workshop is designed for Business, Product, Marketing and Sales Managers and Key Account Managers in the chemicals and plastics industries who want to improve their business profitability through enlightened pricing strategies and approaches.

WHAT WILL YOU LEARN?

- ✓ How to ensure profitable pricing
- ✓ How to create and capture value from the value chain
- ✓ How to differentiate your offering to secure better pricing
- ✓ How to apply key value-based pricing models
- ✓ How to develop and implement the right pricing strategies
- ✓ How to manage pricing in different market conditions and through the cycle
- ✓ How to quantify the value of fulfilling key customer needs
- ✓ How to gather the right information to make enlightened pricing decisions

HOW YOU WILL LEARN

This will be a highly interactive workshop, with cases and group activity as well as seminar-style learning sessions, led by our expert practitioner, Phil Allen, who has more than 30 years of marketing and sales experience in the chemicals and plastics industries and who runs MarketAbility, a global marketing excellence and customer value management practice, specializing in chemicals and plastics markets.

WHERE AND WHEN WILL IT TAKE PLACE

Metropole Hotel, Brussels on Monday the 13th October 2003.



WHO WILL RUN THIS WORKSHOP?

Phil Allen has 30 years' hands-on experience at national, continental and global level in sales, market research, marketing and key account management in multi-national corporations including Albright & Wilson Ltd, Bayer AG, English China Clays, Hilti AG and The Dow Chemical Company.

Since 1997 Phil runs his own Marketing Excellence and Customer Value Management practice, MarketAbility - creating profits for clients by helping them to apply marketing excellence to their businesses through value-based segmentation, differentiation and value-based pricing. MarketAbility serves many clients in the chemicals, plastics and energy industries.

Phil's expertise ranges from customer research through new business development, market segmentation, market planning and key account management to marketing strategy development and implementation.

HOW MUCH WILL IT COST

€600 for non-members, which includes free ECMSA membership for 12 months. Attractive discount rates are available to ECMSA members and others attending the ECMSA 2002 Strategy and Marketing Conference. www.ecmsa.org

The fees cover:

- ✓ a bound copy of the PowerPoint slides used in the workshop
- ✓ lunch and refreshments

THINGS PEOPLE HAVE SAID ABOUT OUR WORKSHOPS

"Very good balance between theory, example from other companies and practical exercises."

"I really appreciated your coaching/feedback and practical business examples."

"Well-structured, Well-organized, Practical. Many materials to use in everyday working life"

"It was an excellent workshop. I've learned a lot, because it was practical."

"Relevant, lively, clearly explained and to the point."

"Some really useful material we can use back at the company."

"The most practical training I have attended in years, excellent."

"New ideas, well explained and practically delivered."

HOW TO BOOK

Go to www.ecmsa.org and link to booking and credit card payment form or download in .pdf both options from the Conference Page on the ECMSA web site.

You can also phone EyeForChem conference administration on +44(0)207 375 7191 for a brochure or make a reservation direct.

Confirmations will be given within 24 hours.