PRICING STRATEGIES:
Measuring, Capturing, and Retaining Value
What would you do?

Your premium brand has lost market share as a result of economic factors and an inability to attract new customers. Do you lower the price? Develop another, less expensive brand? Or is there a better option?

The drug your company developed cost billions. You have only a few years to recoup the investment before the patent expires. How do you set a price that is fair to consumers and that ensures you have enough R&D resources to fund future projects?

These are some of the real-world scenarios used in Pricing Strategies: Measuring, Capturing, and Retaining Value to help participants understand how the right pricing strategy (and not the one “right price”) can address multiple challenges and perform as an integral part of an organization’s growth strategy.

Studies show that pricing is the most critical profit driver in business, but it is also one of the least understood. Many executives with pricing responsibilities rely on instinct or a simple cost-plus model to set prices, ignoring the complexities inherent in price strategies—and they fail to capture maximum value.

Eric Sabato
Western Regional Sales Manager, Carber Holdings Inc.

“The executive experience at Wharton has provided me with a rigorous curriculum, top faculty, and high standards. Today’s executive leadership must continue to develop itself to ensure it stays best-of-class. Using systems and statistical approaches to business solutions has proven effective over the traditional construction Ouija board method. The Pricing Strategies program faculty has exceeded my expectations with their mile-deep knowledge across all silos of business. I attended this program with my controller and found it invaluable, as we now speak a common language.”
This quantitative program will show you how to:

- Think more expansively about pricing
- Design a pricing structure rather than a price
- Set prices to maximize profit, not just margin or market share
- Measure the benefits of your pricing initiatives
- Use pricing to communicate value to your customers
- Understand the role of data and analytics in pricing decisions
- Gain organizational support for your pricing decisions

This highly practical program dispels simplistic thinking about what price is and how to manage it. You will learn tools and techniques (none of which require complex mathematics) from internationally renowned pricing experts, and apply them to live business issues.

With a curriculum based on science, economic theories, and consumer psychology, *Pricing Strategies* offers a rigorous framework that can be put to use immediately. You will learn best practices from many industries as well as new concepts and empirical research, including how using data and analytics can help you better understand your customers and develop products and prices that will appeal to them. You will leave knowing how to make better pricing decisions, and how to defend those decisions with confidence.
Participant Profile

**Pricing Strategies** is essential for:

- Executives charged with ensuring overall company profitability
- Mid- to senior-level executives in product development, marketing, and accounting and finance
- Those who are responsible for designing, evaluating, and implementing pricing strategies
- Entrepreneurs who are working to develop a business model and calculate the value of their product or service

To further leverage the value and impact of this program, we encourage companies to send cross-functional teams of executives to Wharton. We offer [group enrollment benefits](#) to companies sending four or more participants.
An award-winning professor and internationally renowned pricing expert, Jagmohan S. Raju has taught extensively in Wharton’s MBA, EMBA, and Executive Education divisions. In addition to being the vice dean of Executive Education, Professor Raju is the Joseph J. Aresty Professor, professor of Marketing and the former chairman of Wharton’s Marketing department.

His research interests include pricing, strategic alliances, new product introduction strategy, retailing, private labels, and corporate advertising. Professor Raju has consulted extensively with multinational companies on designing pricing strategies and developing launch plans for new products.

He holds a PhD in Business, an MS in Operations Research, and an MA in Economics from Stanford University. He also has an MBA from the Indian Institute of Management, Ahmedabad, and a BTech in Electrical Engineering from the Indian Institute of Technology, Delhi.
A pricing and marketing management expert, Professor Zhang conducts research that focuses primarily on competitive pricing strategies, the design of pricing structures, and channel management. He has taught at the Olin School of Business of Washington University in St. Louis and Columbia Business School. John is the coauthor of the book *Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability.*
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*SCHEDULE A CONSULTATION:*
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*Program start and end times are subject to change. Please DO NOT make travel arrangements based on this agenda.*