

**DAY 1** Tuesday  
May 9, 2017

# PROFITABLE PRICING MANAGEMENT

<b>8:00 AM</b>	REGISTRATION & CONTINENTAL BREAKFAST
<b>8:00 - 11:00AM</b>	INTRODUCTION, TYPES OF PRICING STRATEGY, UNDERSTANDING CUSTOMER VALUE (mid-morning break included)
<b>11:00AM - 12:00PM</b>	WORKSHOP A BREAKOUT
<b>12:00PM - 1:00PM</b>	LUNCH
<b>1:00PM - 3:00PM</b>	VALUE COMMUNICATION (mid-afternoon break included)
<b>3:00PM - 3:45PM</b>	WORKSHOP B BREAKOUT
<b>3:45PM - 5:00PM</b>	VALUE NEGOTIATION

**DAY 2** Wednesday  
May 10, 2017

<b>8:00 AM</b>	CONTINENTAL BREAKFAST
<b>8:00 - 11:00AM</b>	PRICE SETTING (mid-morning break included)
<b>11:00AM - 12:30PM</b>	COMPETITIVE STRATEGY
<b>12:30 - 1:30PM</b>	LUNCH
<b>1:30 - 2:15PM</b>	WORKSHOP C BREAKOUT
<b>2:15 - 4:00PM</b>	RESOURCE ALLOCATION
<b>4:00 - 5:00PM</b>	PRINCIPLES OF PROFITABLE PRICING