



Grasp

knowledge in

your hands



**Date:** 11/02/2020

**Location:** KPMG Offices, Nicosia

**Time:** 8:30 a.m. - 3:30 p.m.

**Duration:** 6 h

**Investment:** €200 + VAT Net investment after subsidy from the HRDA of €102: **€136** (including VAT) for all eligible participants

**Language:** English

**Directors:** A. Bargilly, E. Damianou, S. Zavertha, C. Valanides



## Leveraging Price to Push Top Line Growth

This seminar may contribute to Continuing Professional Development requirements.

In the current business world where competition is intensified and consumers are increasingly demanding and knowledgeable, profit margins are consistently challenged. There has been a lot of effort on reducing costs to improve the bottom line and simultaneously on growing the top line. But what about price? Is price an equally effective growth lever or even a stronger one? The impact of price is often underestimated, leading to price wars that in turn cause market consolidations with multiple players giving in the pressure.

The organisations that have already started investing in establishing robust pricing strategies, as well as price setting and controlling methodologies, are enjoying fast and tangible outcomes.

Price goes hand in hand with product value, strategy differentiation and understanding the customers' viewpoint.

Learning how to use price as a growth lever can significantly benefit the financials of your organisation.

### Course Objectives

By the end of the seminar the participants will be in a position to:

- Describe key pricing principles and recognise the impact of price in profitability
- Name pricing techniques
- Develop concrete price setting and discounting frameworks
- Execute actions that will increase the organisation's maturity in price setting
- Prove the importance of price in profitability via specific data analysis
- Encourage the shift of the organisational mindset towards considering price as an important profitability lever
- Support the development of a dedicated pricing function within an organisation.

### Methodology

The seminars will use the face-to-face learning method. The techniques to be employed throughout the seminar's duration include case studies, brainstorming, discussion, presentation and lecture.

### Participants\*

Professionals who are involved with setting or managing prices from top level executives (CEOs, CFOs, COOs) to Managers and other Executives who are involved in but not limited to Strategy, Sales, Marketing,

Product Promotion and Product Promotion Strategies, Operations and/or Customer Service.

### Course Content

#### Welcome to the world of price (30 min)

- Introduction: Why is price important?

#### Pricing strategy (1 h)

This session explores the parameters that affect the price positioning in the market with regards to the competition and the relevant customer segments.

- Competition: Evaluate your competitors and pick your fights intelligently
- Segmentation: Understand your customers and shape your offer to capture variation in Willingness to Pay between segments.

#### Price setting (2 h & 30 min)

This session explores methodologies of setting the right price depending on the perceived value that your product or service offers to your customers. The session will elaborate on innovative price models by providing industry examples, as well as pricing methodologies that are based on price elasticity models.

- Structure: Explore and challenge non-traditional pricing models
- Price levels: Determine the right price based on the value offered

#### Price execution (1 h)

This session explores the setting of control mechanisms to manage price discounts and rebates, while being transparent and fair to your customers. Examples will be provided regarding how uncontrolled discounting can lead to revenue leakage and how structured price communication can increase customer engagement.

- Discounting: Give confidence through structure
- Communication: Be smart and consistent

#### Price leadership and controlling (45 min)

This session explores ways of assessing the maturity of the organisation in price setting and showcases options for setting up a pricing function and for providing incentives to employees in order to use price as a profitability lever.

- Organisational maturity: Assess and benchmark
- Governance: Establish roles, responsibilities and processes
- Mindset: Provide the shift with incentives

#### Be a master pricer! (15 min)

Conclusions: The key characteristics of excelling in pricing

# Trainer's CV

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## **Bargilly Antonis**

### **Board Member, KPMG in Cyprus**

Antonis holds a BSc in Business Administration and the professional titles of Fellow Chartered Certified Accountant (FCCA), Certified Internal Auditor (CIA) and Certified Information Systems Auditor (CISA). He is also certified in Risk Management Assurance (CRMA) and a PRINCE2 Certified Practitioner. Antonis is a member of the Institute of Certified Public Accountants of Cyprus and has served in various Committees of the Institute. Furthermore, he is a member of the Institute of Internal Auditors and the Information Systems Audit and Control Association, for which he served as the Audit Committee Chairman of the Cyprus Chapter for the last four years.

Antonis is heading the Strategy, Customer & Operations as well as the Internal Audit Services of KPMG in Cyprus. He has more than fifteen years of professional experience and he specialises in the provision of tailor-made advisory services to private and public sector clients. The services provided are related, amongst others, to customer experience and other customer advisory services, employee experience and HR advisory, operational restructuring and excellence, strategy definition and implementation of strategic initiatives, process re-engineering, technology implementation and digital transformation in the context of large and small transformational projects. Lastly, Antonis has led various projects in the governmental and private sectors across a wide range of industries.

# Trainer's CV

**Damianou Eleni**  
**Manager, KPMG in Cyprus**

Eleni holds an MBA and MEng in Biomedical Engineering.

Eleni is a Manager in the Management Consulting Department and a member of the Strategy, Customer & Operations team of KPMG in Cyprus. She specializes in the provision of advisory services to both private and public sector clients relating, amongst others, to pricing, sales and marketing excellence, customer advisory, operational restructuring, strategy definition and implementation of strategic initiatives, in the context of large and small transformational projects.

Prior to joining KPMG, Eleni was a Senior Consultant at Simon - Kucher & Partners in Luxembourg and the US, a global leading consultancy in pricing, providing advisory services on pricing and sales transformations. Eleni was also a university guest lecturer on pricing theory at Maastricht Business School and Vlerick Business School.

# Trainer's CV

## **Zavertha Sina**

### **Assistant Manager, KPMG in Cyprus**

Sina holds an MSc in Economics and is a qualified Project Manager (APM PMQ).

Sina is an Assistant Manager in the Management Consulting Department and part of the Strategy, Customer & Operations team of KPMG in Cyprus. She specialises in the provision of advisory services to both private and public sector clients relating, among others, to profit optimisation, economics, cost management, operational re-engineering, strategy definition. Sina is experienced in delivering complex multi-million projects in Cyprus and abroad.

Prior to joining KPMG, Sina was a Cost Intelligence Consultant and Project Manager at Mott MacDonald in London, a global leading engineering, management and development consultancy involved in the world's highest profile infrastructure and development projects, providing project financial management, cost intelligence and project management advisory services.

# Trainer's CV

**Valanides Constantinos**  
**Senior Advisor, KPMG in Cyprus**

Constantinos holds a BSc in Mathematics with Statistics, an MSc in Statistics with Applied Probabilities and an MSc in Psychology. Constantinos is a Senior Advisor in the Management Consulting Department, member of the Digital Innovation team of KPMG in Cyprus. He specialises in the provision of advisory services to various industries such as finance, shipping, retail and others. His area of expertise includes the developing of machine learning tools and digital assets to support and solve business problems related to price optimisation, prevention of churn, demand forecast and profitability analysis.

Prior to joining KPMG, Constantinos was a Data Scientist at BAE Systems in the UK, dealing with performance and operational risk analysis in the defense industry and Data Analyst at Digital-I in the UK, providing media companies with ratings and a forecast for their audience.

# Registration Form

## Seminar Details:

Seminar Title: \_\_\_\_\_

Seminar Date(s): \_\_\_\_\_

## Company Details:

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Reasons for Participation: \_\_\_\_\_

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Duties: \_\_\_\_\_

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## Authorization of Booking:

Signature: \_\_\_\_\_

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## Payment Details:

Number of Participants: \_\_\_\_\_

Cost per participant\*: € \_\_\_\_\_

VAT 19%: € \_\_\_\_\_

HRDA subsidy\*\*: € \_\_\_\_\_

Total Amount payable: € \_\_\_\_\_

\*For more than two (3+) participants from the same company a 10% discount is available on the total cost, before VAT and HRDA subsidy; for more than four (5+) participants from the same company a 20% discount is available on the total cost, before VAT and HRDA subsidy. These discounts only apply for participants who enroll for the same seminar on the same day. There is a 10% Early Bird discount on selected seminars for each participant who enrolls in a training course at least three (3) weeks prior to the commencement date of the seminar. If Early Bird discount applies, participants should calculate it after the discounted fee provided on 3+ / 5+ participants from the same company but before the VAT and HRDA subsidy.

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