

# PricingBrew *Journal*



## The B2B Pricing Research & Training **CATALOG**

# A Better Way to Stay Ahead...



**Rafe VanDenBerg**

Editor in Chief  
PricingBrew

As a former B2B pricing leader myself, I know that pricing is not something people can just "pick up along the way" or bluff their way through. And everything your team needs to know about effective pricing, discounting, and negotiation in a B2B environment doesn't just come with their business cards.

But how do you teach your team the pricing techniques and concepts they really need to understand? How do you arm them with the principles and practices that can make them most successful? How do you expose them to strategies and tactics that have already proven effective for others?

And how do you do all of the above without making everyone slog through a bunch of academic literature...or putting a huge dent in a budget that's already stretched to the limit?

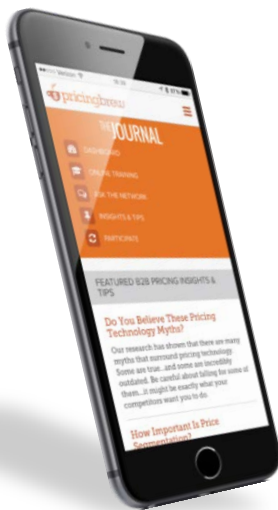
**That's where the PricingBrew Journal comes in...**

The PricingBrew Journal is an interactive, online portal packed with concise training materials and timely research, squarely focused on pricing in B2B environments. As the only resource of its kind, the Journal uses text, video, and audio to deliver far more relevant...and more understandable...information than a traditional professional journal ever could.

So, take a few minutes to peruse this catalog and get a sense for the range of resources and features your team will be able to access as Journal subscribers. Then...come join us!

## A Professional Journal for Today's Professionals

PricingBrew Journal subscribers enjoy convenient, online access to an ever-expanding arsenal of B2B pricing best practices, training, and research...all available on-demand, 24x7, from any computer or mobile device.



# Which Pricing Challenges Are You Grappling With?

When you're in a pricing role, new challenges seem to come up every week. Why reinvent the wheel or rely on trial-and-error when the PricingBrew Journal can provide you with on-demand access to an array of best practices and research that cover just about every aspect of pricing in B2B environments:

- ✓ Developing profitable pricing and segmentation models.
- ✓ Getting salespeople to price and discount more effectively.
- ✓ Demonstrating the contribution of your pricing function.
- ✓ Making the most of your professional career in pricing.
- ✓ Training your team on the fundamentals of B2B pricing.
- ✓ Understanding the various pricing technologies available.
- ✓ Getting management to approve your pricing initiatives.
- ✓ Working with other departments to enhance performance.
- ✓ Dealing with competitors' pricing moves and behaviors.
- ✓ Balancing the tactical "to do" list with strategic thinking.
- ✓ Understanding and capturing the value of your offerings.
- ✓ Pricing more effectively through distribution channels.
- ✓ Determining the right pricing metrics to analyze and track.
- ✓ Aligning your strategies and tactics with overall objectives.
- ✓ Balancing profits and "winning" on large bids and quotes.
- ✓ Managing the internal negotiations and second-guessing.
- ✓ Influencing organizational change with far less conflict.
- ✓ Making sure your pricing capabilities aren't falling behind.
- ✓ Quantifying the bottom-line impacts of your pricing work.
- ✓ Equipping the sales team to hold the line in negotiations.
- ✓ Boosting process efficiency and cutting turnaround times.
- ✓ Developing more effective pricing plans for new products.

*...and too many more to list here!*

*Subscribers Get:*

## Training Webinars

Conducted by our in-house analysts and free of any sales pitches, you can attend these regular training webinars live, and/or view all past webinar recordings on-demand.

## Pricing Help Desk

Subscribers can tap into our team of pricing researchers and analysts to get unbiased advice and insights on their specific pricing issues.

## Expert Interviews

Hear 25+ hours of interviews with top B2B pricing experts and practitioners who've all "been there, done that."

## Research & Cases

Real-world case studies show you the good, bad, and ugly, while our research helps you keep tabs on your peers.

## Tutorials & Guides

Distilled to the essentials, our express guides and step-by-step tutorials tell you where to start, what to do, and why.

## Tools & Diagnostics

Use diagnostics to identify your opportunities and work through the issues with tools, worksheets, and templates.

## Weekly eNewsletter

Our weekly email newsletter provides useful insights and alerts you to new resources.

Explore a Small Sampling of Subscriber Resources

# Dozens of "Sales Free" Training Webinars Are All Included in Your Subscription...

Through the PricingBrew Journal's unique "all in" subscription model, you and your team can gain immediate access to our entire digital archive of dozens of on-demand training webinars and workshops, all focused on the most important aspects of pricing in B2B.

And each of our training webinars is a full 60 minutes of 100% educational content. No vendors or consultants presenting their wares. No sales pitches after just 15 minutes of so-called educational content. And absolutely no salespeople hounding you afterwards!

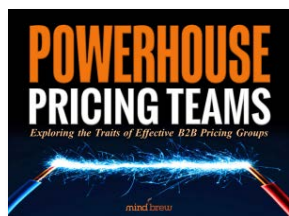


*"Thanks for the webinar yesterday. I love the diagnostic technique you mentioned and will be using it with my sales managers."*

Plus, every few weeks we hold a new subscriber-only webinar on a topic requested by the community. Your team can attend and participate in these sessions live, or access the recordings in the on-demand archive a few days later.

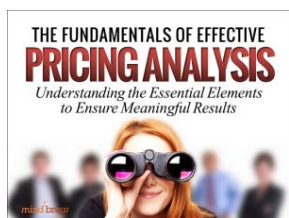
Purchased separately, the Webinar Series alone would cost at least \$5000. But with a PricingBrew Journal subscription, you can get it all...all of the recorded webinars and all of the next year's new webinars...at a price your entire team can afford.

## A Sampling of On-Demand Training Webinars in the Journal:



### What Makes a Powerhouse Pricing Team?

What can you learn from pricing teams that have been around longer than most? In this webinar, we explore the common traits, characteristics, and behaviors of the most successful and long-standing B2B pricing teams.



### The Fundamentals of Effective Pricing Analysis

In this webinar, we share the fundamental concepts and principles behind effective pricing analysis, expose the critical building blocks that need to be in place, and walk through an analysis example to pull it all together.



### Building a Pricing Center of Excellence

Experts have long argued that centralized pricing is the ideal model for driving performance improvement. But these days, companies are finding success taking a different approach---the Pricing Center of Excellence.

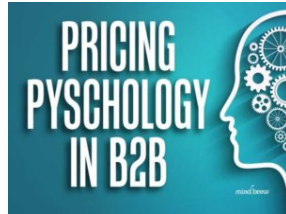


## More On-Demand Training Webinars in the PricingBrew Journal:



### How to Combat Competitive Pricing Pressure

In this on-demand training session, you'll learn about 20 strategies and tactics leading pricing teams are using to anticipate competitive moves, minimize their impact, and respond more effectively.



### Pricing Psychology in B2B Environments

While businesses do indeed have systems and policies to ensure greater rationality and consideration in purchasing, certain psychological factors can still have tremendous influence over price perceptions.



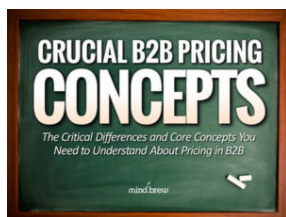
### All About Price Optimization

The term "price optimization" is thrown around with such abandon that confusion, rather than clarity, is the more likely result. In this on-demand webinar, you'll learn what price optimization really is and how it works.



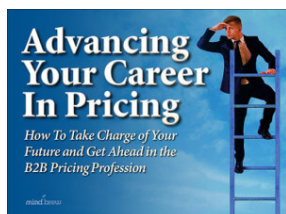
### Assessing Your Pricing Capabilities

While you might think your pricing capabilities are pretty good, how do you really know? In this on-demand webinar, learn how to leverage "3 P" assessments to figure out where you're at and where you need to improve.



### Crucial B2B Pricing Concepts

Pricing in B2B is very different from pricing in consumer or retail settings. In this on-demand webinar, learn about 12 ways B2B pricing is unique and 6 core pricing concepts every B2B pricing person needs to understand.



### Advancing Your Career in B2B Pricing

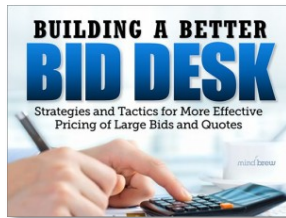
There's never been a better time to be a B2B pricing professional. But you can't sit back and hope that good things will happen in the future. In this on-demand webinar, learn to take charge and make good things happen.



### Using Pricing Analysis to Drive More Growth

Pricing isn't the only thing the analytical processes and underlying data can be used for. In this on-demand webinar, you will learn how answering other powerful questions can increase your impact and internal profile.

## More On-Demand Training Webinars in the PricingBrew Journal:



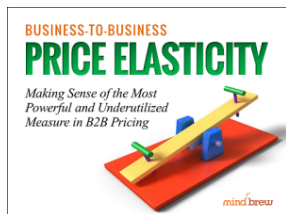
### Building a Better Bid Desk

Large bids and quotes can impact everything from revenue and profit to capacity utilization and strategic positioning. In this training session, learn strategies and tactics for improving the effectiveness of your bid desk.



### The Pros & Cons of B2B Pricing Strategies

The conventional wisdom often fails to make clear that certain pricing strategies are extremely dangerous in B2B! In this session, learn which pricing strategies actually work...and which will destroy your margins.



### Business-to-Business Price Elasticity

In this on-demand webinar, we explain the fundamentals of price elasticity, explore the various principles involved, and provide insights to help you get started toward using this most powerful measure in pricing.



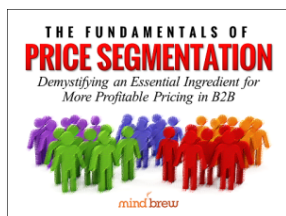
### The Pricing Practitioner's Primer on B2B Sales

To be effective in B2B, pricing professionals need to know as much as they can about their sales function. In this webinar, learn about the aspects of salespeople and sales processes that can affect pricing performance.



### How to Price New Products for Success

Learn about three types of new products pricers are likely to encounter, and explore the core strategies and processes for dealing with the realities associated with them. Hint: "Best practice" is not always realistic.



### The Fundamentals of Price Segmentation

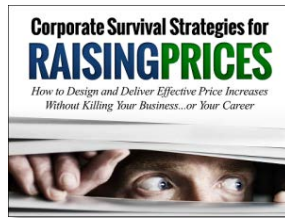
In this recorded webinar, we explain the concept of price segmentation and why it's such a powerful tool. We cover the essential segmentation process and build an example price segmentation model from scratch.



### The Essence of Real Strategic Pricing

If you're focusing all of your energy and time on tactical pricing activities, you'll never be able to produce significant results. In this webinar, learn to tackle the most powerful and effective aspects of real strategic pricing.

## Even More On-Demand Training Webinars in the Journal:



### Corporate Survival Strategies for Raising Prices

Learn why some B2B companies struggle to execute price increases while others are able to do it with far less pain and angst. What are leading companies doing differently to raise prices with far less risk and conflict?



### Proving the Value of the Pricing Function

Top executives understand the value of functions like sales, marketing, and finance---but pricing often has to justify their very existence, again and again. Learn to prove the value that can earn you a seat at the big table.



### Getting Your Salespeople to Price Better

Chances are, the behavior of your salespeople is what will ultimately determine whether your pricing strategies are effective or not. Learn proven approaches for getting your sales team to price more effectively.



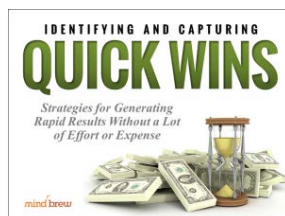
### How to Make Change Actually Happen

How do you get executives to recognize a need for change? How do you get your organization to actually embrace doing things differently? How do you foster true adoption, as opposed to merely forcing compliance?



### How to Defend Your Prices...on Both Fronts

In B2B, you're sometimes facing a battle on two fronts: With customers and prospects, and with others inside your own company. Learn effective strategies and tactics for defending your prices internally and externally.



### Identifying & Capturing Profitable "Quick Wins"

It's good to have a few simple strategies close at hand for boosting margin dollars without expending a lot of time, effort, or money. In this session, we discuss 15 "quick wins" that have proven effective for others.



### Navigating the Pricing Technology Landscape

Given the pace of change, it's increasingly difficult to keep track of the various pricing technologies and what they're best used for. In this session, we discuss the latest trends and how different types of solutions compare.

# Tap Into Our Researchers and Analysts for Insights on Your Pricing Challenges...

As pricing problems present themselves, wouldn't it be great to get some outside perspectives? Wouldn't it be nice to have a "sounding board" you could leverage? And wouldn't it be fantastic to hear what other practitioners have done under similar circumstances?

Through our Pricing Help Desk, you can access our in-house team of "former practitioners turned analysts" who are wading neck-deep in the topic of B2B pricing and engaging with pricing practitioners and consultants on a daily basis.



*"The perspectives are very informative and challenge our current thinking. We'll definitely be able to use this to improve our pricing performance."*

By just filling out a simple form on the subscriber portal, you can get our team's unvarnished perspectives and unbiased advice on your specific pricing issues and challenges via email. And of course, all questions are handled privately and confidentially.

To have a pricing consultant on retainer would cost thousands of dollars per year. But we include the Help Desk service as another benefit of a PricingBrew Journal subscription. No additional fees. No "per inquiry" charges. No consulting retainers.

## A Sampling of the Subscriber Questions Our Team Has Addressed:

- ❓ What types of price segmentation attributes are most common among electrical distributors?
- ❓ We're beginning to investigate pricing technologies. Which ones would be good for our specific situation?
- ❓ How have others been successful at getting more budget allocated and approved for pricing tools and training?
- ❓ Do you have a consultant you can recommend to help as we integrate pricing capabilities following our recent merger?
- ❓ What are the most important skills, capabilities, and attributes for a B2B pricing analyst to possess or develop?
- ❓ How much are other B2B companies investing in pricing people, pricing technology, and ongoing skills development?



# Hundreds of Concise Guides, Tutorials, Assessments, Cases and Research Reports

It's our business to do the research...so you don't have to. We explore issues and problems that most B2B pricing teams will inevitably have to deal with. We stay on top of new developments and innovations in the pricing space. We get beyond the academic theories and find out what works...and what doesn't...in the real world.

Then, we synthesize and distill what we've learned down to the essentials and publish these concise nuggets of wisdom and insight to the PricingBrew Journal's ever-expanding On-Demand Library.

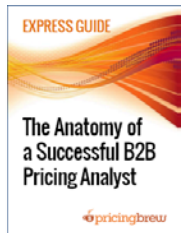


*"So very grateful  
for the wealth of  
information available  
on PricingBrew. Glad  
I found you guys!"*

How valuable is it to have a whole library of B2B pricing tutorials, guides, case studies, research reports, and assessments just a click away when your team needs to solve a problem?

It's hard to say for sure. But it's pretty easy to see how just one effective strategy gleaned from a tutorial...or one proven tactic picked up from an express guide...or a single big mistake avoided by reading a case study...could make or save your company tens of thousands of dollars...and likely a whole lot more.

## A Sampling from the PricingBrew Journal's On-Demand Library:



### The Anatomy of a Successful B2B Pricing Analyst

What key competencies are most important for a B2B pricing analyst to have? This guide covers PricingBrew Network research into the 21 most important attributes, skills, and capabilities for B2B pricing analysts to develop or possess.



### The Overall B2B Pricing Capability Self-Assessment

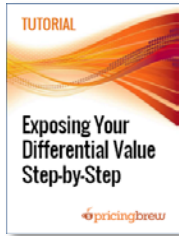
To help you identify areas for improvement and gauge the likely competitiveness of your company's strategic and tactical pricing capabilities, simply answer the 52 questions in this straightforward self-assessment as objectively as possible.



### Two Paths Toward Pricing Improvement

B2B companies aren't all going about pricing improvement in the same ways...or achieving the same results. In this report, we characterize the two primary paths that are being taken and expose the critical differences.

## More Resources from the Journal's On-Demand Library:



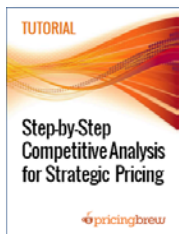
### Exposing Your Differential Value Step-by-Step

Through our research, we've cut through much of the complexity and confusion typically associated with value-based pricing to develop a simplified, step-by-step tutorial for understanding and exposing the differential value of your offerings.



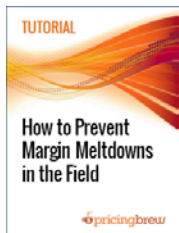
### Myth Versus Reality in Pricing Technology

This special report exposes seven of the most common and costly pricing technology myths and misconceptions we've encountered in our research. Find out if outdated beliefs are causing you to fall further behind.



### Step-by-Step Competitive Analysis for Strategic Pricing

Learn how to conduct effective competitive analysis to identify opportunities to gain strategic advantage, expose real competitive gaps, provide differentiation beyond price, and reduce the pressure to discount.



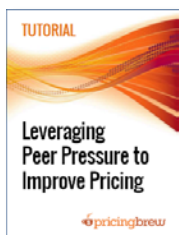
### How to Prevent Margin Meltdowns in the Field

When salespeople adopt better pricing and discounting habits, your strategies become a lot more powerful. In this tutorial, learn seven real-world strategies and tactics for getting B2B salespeople to price and discount more effectively.



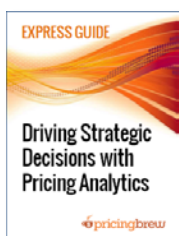
### The Price Segmentation Model Self-Assessment

Simply answer the questions in this self-assessment (objectively) to help gauge the quality, accuracy, and efficacy of your price segmentation model. You can estimate the overall quality of your model, as well as pinpoint improvement opportunities.



### How to Leverage Peer Pressure to Improve Pricing

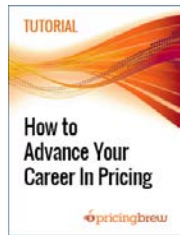
This step-by-step tutorial provides insight into B2B salespeople's behavior and outlines an effective game plan for motivating your sales team to effectively police themselves---closing more deals at their target prices in the process.



### Driving Strategic Decisions with Pricing Analytics

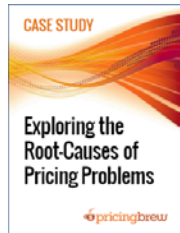
Most often, pricing analytics is only being used to evaluate specific deals, identify pricing outliers, and measure price performance. But in the right hands, armed with the right questions, pricing analytics can serve a much more strategic purpose.

## And Still More Resources from the Journal's On-Demand Library:



### How to Advance Your Career in B2B Pricing

In this day and age, you can't just expect great things to happen by accident. You have to take charge of your career and make things happen. This tutorial explains eight different "plays" to effectively manage and advance your career in pricing.



### Exploring the Root-Causes of Pricing Problems

It's easy to blame pricing for anything that goes wrong. This illuminating collection of case studies explores seven instances where further investigation revealed that supposed pricing problems weren't actually pricing problems after all.



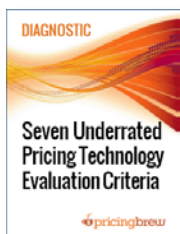
### The Triangulated Competitive Audit Guide

The Triangulated Competitive Audit Guide helps you glean meaningful insights about your competition by providing an expanded reference list of the various types of questions you'll want to ask while also explaining why.



### 13 Unique Price Segmentation Attributes

When you identify meaningful segmentation attributes, you also uncover a source of competitive advantage. This research brief explores unique price segmentation attributes that B2B companies have found to be advantageous.



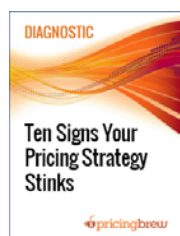
### Underrated Pricing Technology Evaluation Criteria

This 36-question diagnostic exposes and explains seven areas of pricing technology evaluation and comparison that are underrated, underutilized, and deserving of much greater consideration by prospective pricing technology buyers.



### Identifying Three Types of Customer Defection

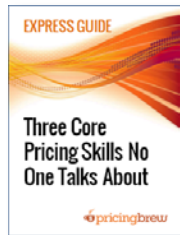
In B2B, customer retention is an existential issue. This video guide shows how to use analytics to identify the early signs of three types of customer defection and how to take action before it's too late to turn it around.



### The Ten Signs Your Pricing Strategy Stinks

With pricing, there are so many factors at play it can be difficult to really know if your pricing strategy is really effective or not. This straightforward self-assessment can help you determine whether the odds are for, or against, your pricing strategy.

## Even More Resources from the Journal's On-Demand Library:



### Three Core Pricing Skills That No One Talks About

For many B2B companies, increasing knowledge around pricing is a priority. But technical pricing education regularly ignores skills that are critically important in B2B environments. In this guide, learn about three areas that are often overlooked.



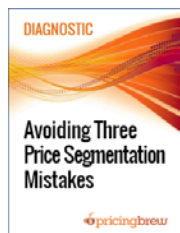
### New Benchmarks for Pricing Excellence

In our research, we've identified ten areas where "best practices" have been redefined, setting new benchmarks for pricing excellence in B2B. Use this report as a self-assessment to see how your capabilities measure up.



### Visual Aids for Explaining Price Segmentation

It can be challenging when others don't understand the concept of price segmentation. Use this example of a visual presentation to help explain the concepts of price segmentation to others in your organization.



### Avoiding Three Costly Price Segmentation Mistakes

Price segmentation is the cornerstone of any successful pricing program. But it's really easy to make costly mistakes and errors that can jeopardize your efforts. In this guide, learn how to sidestep three common price segmentation mistakes.

PRODUCT	PRICE	VALUE	PERFORMANCE	QUALITY
Speed	Warranty	Knowledge	Advances	Throughput
Reliability	Guarantees	Regulation	Costs	Decreases
Packaging	Support	Experience	Payment	Maintenance
Qualifications	Longevity	Pay Methods	Methods	Installation
Compatibility	Stability	Reliance	Reliance	Safety
Inventory	Fulfillment	Industry	Contracts	User Training
Upgrades	Lead Time	Personalities	Billing	Productivity
Usable Life	Location	History	Pay Periods	Integration
Size/Weight	Transport	Resources	Forecasting	Security
Materials	Response Time	Leadership	Consignment	Scalability
Configuration	Promotions	Capabilities	Warranties	Interoperability
Ease-of-Use	User Training	Relationship	Guarantees	Response Time

### The Multiple Dimensions of Value Chart

There are a myriad of ways your offerings might provide value to your customers. Use this chart of potential value-drivers along five dimensions to aid your brainstorming about how your offerings deliver value.

Location	Pros	Cons
Marketing	Close proximity to customers, understanding of customer needs, ability to tailor pricing to specific markets.	May be seen as biased, lack of objectivity, potential for conflicts of interest.
Sales	Direct feedback from sales team, understanding of sales process, ability to adjust pricing in real-time.	May be seen as biased, lack of objectivity, potential for conflicts of interest.
Finance	Objective analysis, understanding of financial impact, ability to ensure pricing aligns with overall business strategy.	Lack of customer insight, potential for overpricing or underpricing.
Operations	Understanding of production costs, ability to optimize pricing based on operational efficiency.	Lack of customer insight, potential for overpricing or underpricing.

### The Pros & Cons of Different Pricing Locations

To help guide your decision about where to locate a Pricing function, we've compiled this reference table outlining four typical locations, the rationale for each location, as well as the top pros and cons that have been reported.



### How to Crater a Market with Cost-Plus Pricing

For one large manufacturer, cost-plus pricing was tantamount to malpractice. In this harrowing case study, learn how this company's total lack of strategic pricing capability ultimately reduced the value of an entire market by over \$1 billion.



# Your Subscription Includes Dozens of Interviews with B2B Pricing Veterans...

Through our Expert Interview Series, you'll hear directly from people who've "been there, done that." You'll hear war stories from the people on the front lines and in the trenches. You'll learn about emerging best practices, the latest trends in B2B pricing, and where things are headed next.

And best of all, because these interviews are largely unscripted and somewhat raw, you'll hear the unvarnished truth about what's worked well, what's failed miserably, what you can expect, and what you should watch out for along the way.



*"What a great resource to interview! He was obviously knowledgeable and there was so much insight to be gained from listening to him."*

As PricingBrew Journal subscribers, you and your team will gain immediate access to the more than 25 hours of expert interviews we've already conducted, as well as all of the new expert interviews we're adding every month.

It's impossible to say how much a big mistake might ultimately cost your company. Or how much a big misstep might negatively impact your team's credibility. But by learning from those who've already been down the path, you never have to find out.

## A Sampling of Expert Interviews in the PricingBrew Journal:



### How to Get (and Keep) the Top Job in B2B Pricing

How do you become a Vice President of Pricing at a multi-billion dollar B2B company? A great first step is to get some advice from someone like Dick Braun, the Vice President of Strategic Pricing at Parker Hannifin.



### Are Revenue Management and Pricing Different?

Many use the terms "revenue management" and "pricing" interchangeably. In this interview, Amit Aggarwal, the Exec. VP of Revenue Management at iHeartMedia, helps explain the differences and why they matter.



### Tackling Sales Comp to Drive Pricing Excellence

In this expert interview, Bob Vezeau, the Vice President of Strategic Pricing at WestRock, discusses his experiences redesigning the company's sales compensation platform to better align with pricing excellence.

## More Expert Interviews You'll Be Able to Access in the Journal:



### Avoiding the Pitfalls of Price Segmentation

In this informative interview, B2B pricing expert Barrett Thompson provides his insights about the common problems and costly pitfalls to avoid when developing price segmentation models in B2B environments.



### Developing Pricing People Into Business Leaders

How do you develop great pricers and prepare them for other leadership positions in the company? Greg Preuer of Cooper Lighting discusses Pricing University, his team's intense 48-week pricing training program.



### Considerations for Pricing Through Channels

How do you manage all of the players and links in the distribution channel? In this interview, we discuss channel pricing with Peter Maniscalco, a Senior Manager of Pricing at a major IT Products and Services company.



### Fixing the Root-Causes of Rogue Salespeople

It's all too easy to see rampant discounting in the field and conclude that "rogue" salespeople are the source of the problem. In this expert interview, Paul Hunt exposes the real problems and root-causes.



### Finding Your Path Toward Pricing Improvement

In this expert interview, we talk to Andre Weber of Simon-Kucher & Partners about the pricing problems he typically encounters in B2B environments and what companies are doing to overcome them.



### Working With the C-Suite to Improve Pricing

A common refrain amongst pricing people is that executive management just doesn't get it. In this conversation with pricing professional Lydia DiLiello, learn how to work more effectively with the exec team.



### Stop Being Afraid of Procurement People

Chris Provines provides an inside look at the goals and tactics of today's professional procurement groups. Learn about the purchasing people who are working so hard to get your salespeople to give up your margin.

# Some Frequently Asked Questions...

## **Where does the content in the Journal come from? Who's creating it?**

Through interviews, questionnaires, and other research techniques, our in-house team gathers, curates, and publishes proven pricing practices and lessons learned from leading practitioners and industry experts all over the globe. While we occasionally publish articles and guides submitted by others, 95%+ of the Journal's content is produced by our in-house team of former practitioners.

## **Is the Journal's content and research specific to any particular industry?**

The PricingBrew Journal is squarely-focused on the dynamics and challenges that are unique to effective pricing in business-to-business (B2B) environments. As such, our content and research is relevant and applicable to nearly any company that sells to other companies, regardless of industry.

## **Who else is subscribed to the PricingBrew Journal?**

While it's our policy to not share specifics about individual subscribers or companies, we can say that PricingBrew currently reaches more than 13,000 people, representing more than 3600 pricing teams, from 100+ countries around the world, spanning more than 19 different industry verticals.

## **What drives other companies to subscribe to the Journal?**

As B2B pricing tends to be a fairly secretive practice, many subscribers express relief to have finally found a resource that exposes what's really working, what's not, and how others have successfully dealt with similar B2B pricing challenges. Another common thread is that our subscribers are individuals and teams looking to improve. Many are seeking to improve their personal situations and boost their careers. Some are just getting started in pricing and want to hit the ground running. Many are looking to take their team to the next level and generate more significant results for their companies. And still others simply want to stay abreast of the latest practices to avoid falling behind.

## **How does the Journal compare to the other options we might consider?**

The PricingBrew Journal is the only publication of its kind, focused exclusively on B2B pricing. There's nothing else like it. Considering on-site training or far-flung conferences? You'll easily spend 20X more, for a fraction of the B2B pricing content and insight in the Journal---all available on-demand, 24x7.

## **What kind of payback can we expect from our Journal subscription?**

With any type of information or education, the payback comes from putting what you've learned into practice. As such, the results and benefits being reported by Journal subscribers are as varied as the subscribers themselves---from earning promotions to generating profitability gains. With something as powerful as pricing, it's easy to see how the application of a single insight gleaned from the Journal could be worth many times the price of admission.

## **Can our Journal subscription grow over time as we expand our team?**

Absolutely. It's not uncommon for companies to get started with a subscription for 3 or 4 "core" team members, adding additional users as they're identified or hired. Through the online portal, we've made it easy to add additional users to your annual subscription at any time for just \$125 each.

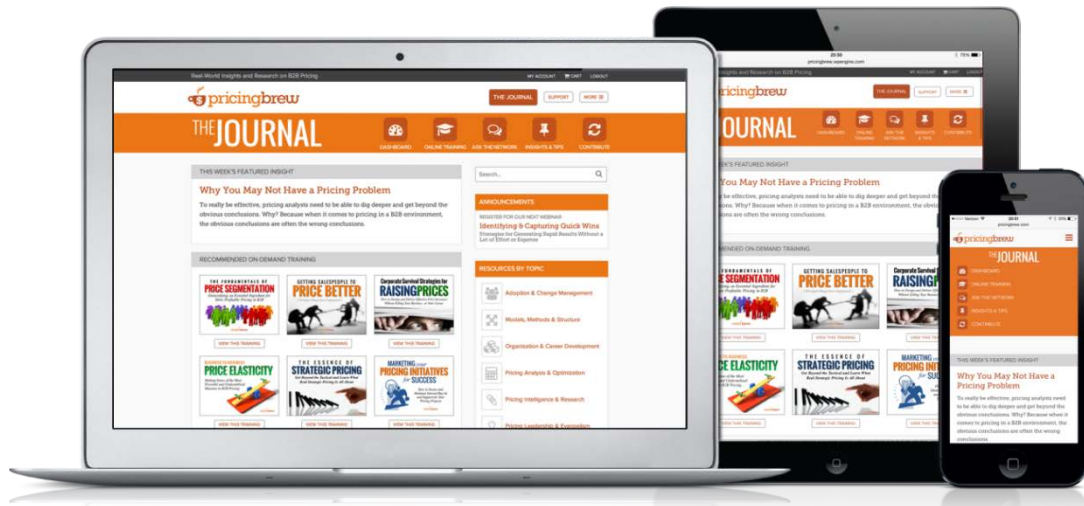
## **How much advertising does the PricingBrew Journal accept or contain?**

While most publications exist to sell eyeballs to advertisers, our business is all about providing unbiased insights, perspectives, and research to pricing practitioners. Therefore, we do not allow third-party advertising in the PricingBrew Journal beyond our Provider and Event Directories.

## **If we subscribe to the Journal today, will our rates increase over time?**

While subscription prices for the Journal have increased a number of times over the years, we have a strict policy of renewing existing subscribers at their initial rate. By subscribing today, your rates will never increase for as long as you remain a subscriber in good standing.

# You Can't Afford to Fall Behind. Give Your Whole Team Access to the PricingBrew Journal Today!



For a small fraction of what traditional training would cost, you can give your entire pricing team on-demand access to this ever-expanding arsenal of proven practices, relevant research, real-world strategies, and expert insights for driving better pricing outcomes in B2B.

- ✓ Training Webinars
- ✓ Pricing Help Desk
- ✓ Expert Interviews
- ✓ Diagnostics & Tools
- ✓ Tutorials & Guides
- ✓ Research & Cases
- ✓ Pricing Tips Archive
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