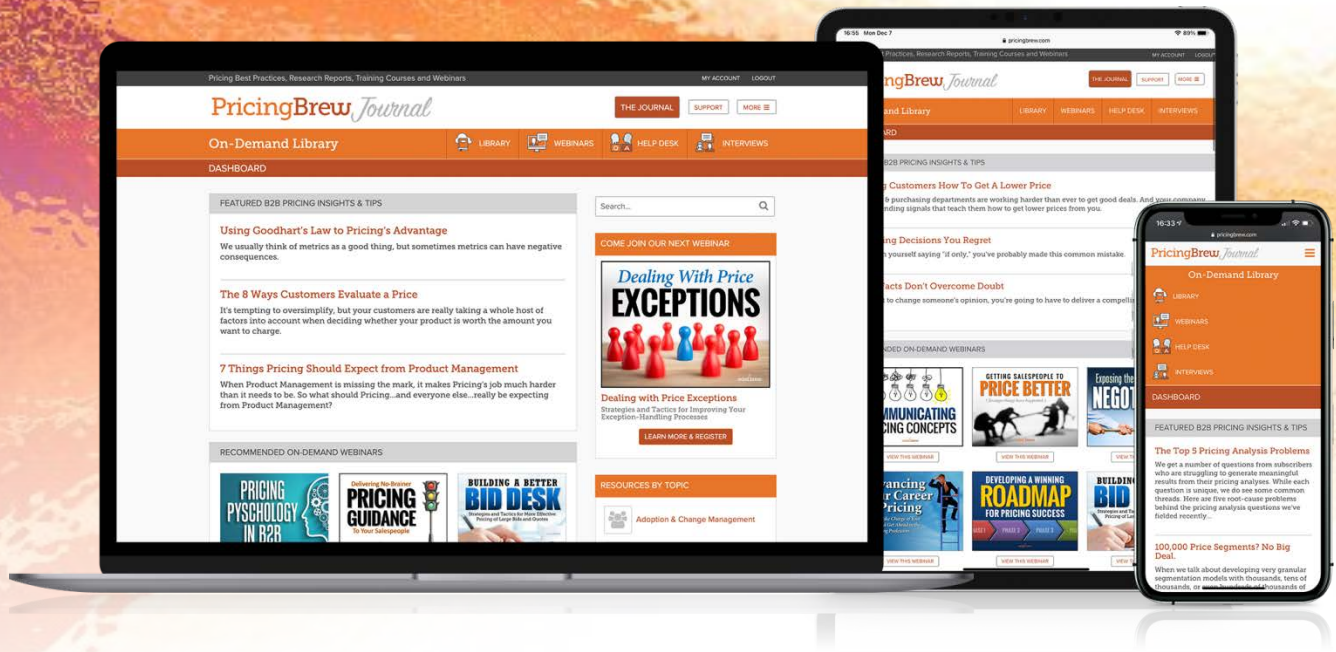


PricingBrew *Journal*



B2B Pricing Research and 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.

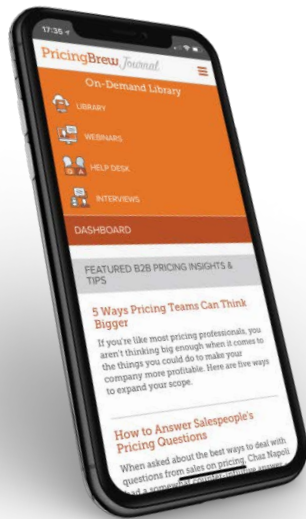
But how do you teach your team the pricing techniques and concepts they really need to understand? How do you arm them with the principles and practices that can make them most successful? How do you expose them to strategies and tactics that have already proven effective for others?

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...

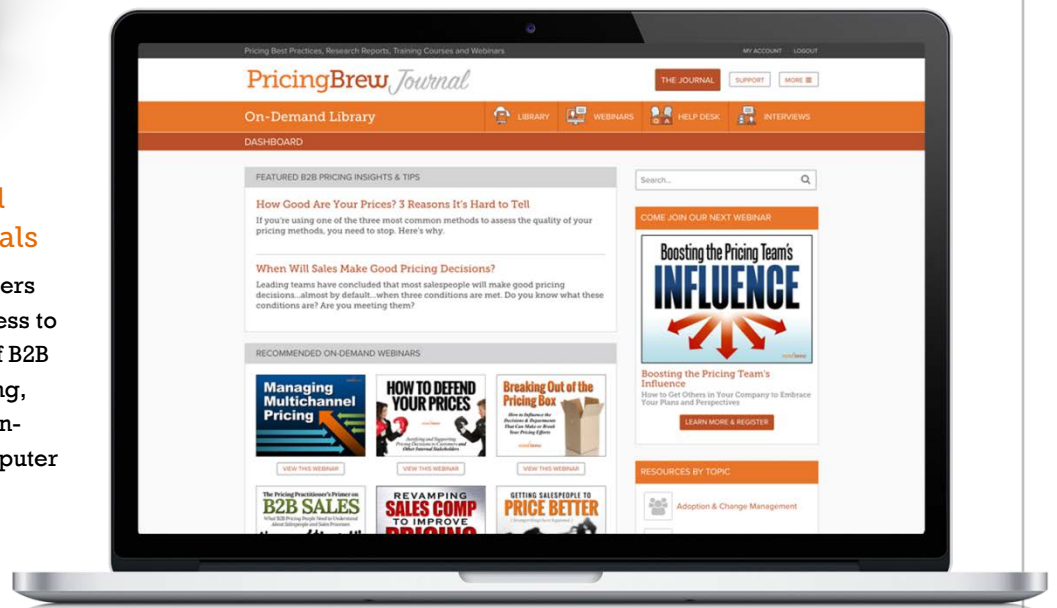
The PricingBrew Journal is an online portal, packed with concise training materials and timely research, compiled and produced by an in-house team of former practitioners, and all squarely focused on pricing in B2B environments. As the only resource of its kind, the Journal uses text, video, and audio to deliver far more relevant and 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!

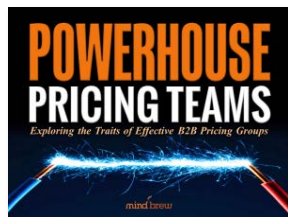


"Thanks for the webinar yesterday. I love the diagnostic technique you mentioned and will be using it with my sales managers."

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.

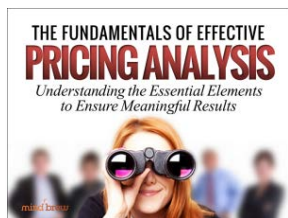
Purchased separately, the Webinar Series alone would cost at least \$5000. But with a PricingBrew Journal subscription, you can get it all...all of the recorded webinars and all of the next year's new webinars...at a price your entire team can afford.

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

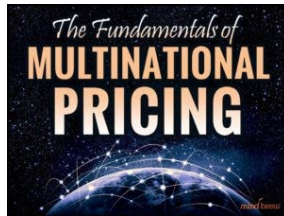
Experts have long argued that centralized pricing is the ideal model for driving performance improvement. But these days, companies are finding success taking a different approach---the Pricing Center of Excellence.

More On-Demand Training Webinars in the PricingBrew Journal:



Communicating Critical Pricing Concepts

In this session, we discuss a variety of strategies, tactics, techniques for helping others in your organization understand "enough" about crucial pricing principles and practices so that you can do what needs to be done.



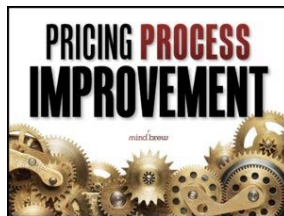
The Fundamentals of Multinational Pricing

With multinational expansion comes huge increases in pricing complexity. In this session, we discuss how to cut through the complexities, focus on the fundamentals, and drive big performance improvements.



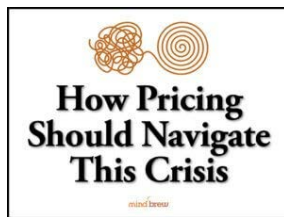
Addressing Top Pricing Questions in the Crisis

Since the crisis began, we've seen a marked increase in questions to the Journal's Help Desk. In this session, we cover the most broadly-applicable questions and themes with the most significant ramifications.



The Basics of Pricing Process Improvement

In this session, we discuss the critical differences between process types, how to use end-to-end process mapping for diagnostics and prioritization, pricing technology considerations, and common mistakes to avoid.



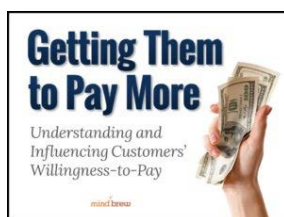
How Pricing Should Navigate This Crisis

To say that the global pandemic is producing "extreme market dynamics" is an understatement. As a pricing function, what should you be doing in the midst of the crisis to help your company weather the storm?



How to Price Big Deals More Effectively

Big deals generate a lot of internal pressure and it's easy to ignore the huge pitfalls of winning "badly." In this session, we explore a triangulated pricing approach to ensure profitability, mitigate risk, and avoid future regret.



Getting Your Customers to Pay More

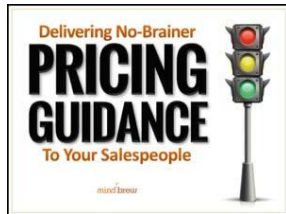
How you get your customers to pay more without having to handhold every single transaction? In this session, learn how to influence customers' willingness-to-pay more consistently, systematically, and at-scale.

More On-Demand Training Webinars in the PricingBrew Journal:



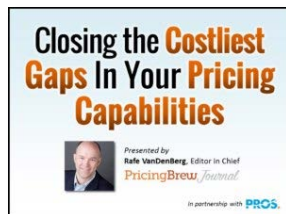
More Effective Cross-Functional Pricing

Pricing in a B2B environment is cross-functional by nature. In this on-demand webinar, learn about improving overall pricing performance by working more effectively with other groups and departments.



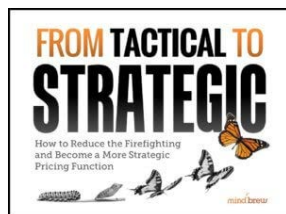
Delivering No-Brainer Pricing Guidance

While equipping sales reps with accurate pricing guidance is a priority for many, it's hard to get it right. In this on-demand session, learn seven key ingredients to deliver guidance your salespeople will actually use.



Closing the Costliest Pricing Capability Gaps

In this session, we explore three pricing capability gaps that are still all-too-common considering their detrimental effects on pricing performance and highlight steps you can take to close the gaps once and for all.



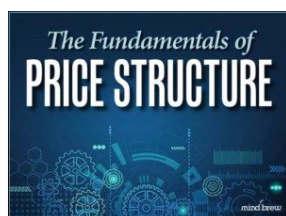
Moving From Tactical to Strategic Pricing

Some teams are so mired in tactical grunt work and daily firefights that they never make progress on strategic pursuits. How have other teams transitioned into more strategic functions? What steps did they take?



Promoting the Power of Pricing Internally

In B2B, there are many other people affecting pricing outcomes, directly or indirectly. So how do you gain and maintain the organizational attention, support, and participation you need to drive improvement over time?



The Fundamentals of Price Structure

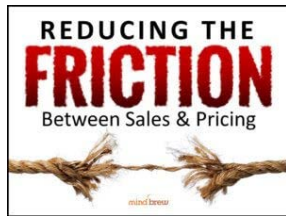
In this on-demand webinar, we explore ten approaches for structuring your prices to align to customer needs and priorities---from bundling, add-ons and multi-part prices to volume schedules, surcharges, and more.



Exposing the Secrets of Price Negotiation

How do you protect margins when your sellers are so outmatched? How do you keep them from falling for every trick in the book? And what does your pricing team need to know to provide another layer of protection?

More On-Demand Training Webinars in the PricingBrew Journal:



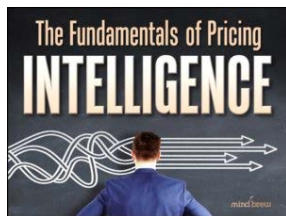
Reducing the Friction Between Sales & Pricing

Some "friction" between Sales and Pricing is expected. But too much is counter-productive. In this session, we discuss dozens of ways to address seven root-causes of friction and conflict between the Sales and Pricing.



"Better" Practices for Pricing Improvement

That lofty place of "best practice" can sometimes seem very far away. Fortunately, amazing results can be generated by just getting "better." In this webinar, learn how to adapt best practices in less than ideal situations.



The Fundamentals of Pricing Intelligence

There are many powerful sources of pricing intelligence you can leverage. In this on-demand webinar, learn how to design and implement systems for tapping into those sources of intelligence and how best to respond.



Selling Your Pricing Initiative Internally

Want to get your pricing initiative approved? In this on-demand webinar, learn how to structure and deliver your investment "case" in such a way that getting approval is almost a foregone conclusion.



Making Sense of Pricing Technology

Are pricing technologies all the same? Do the differences actually matter? What do we need? How do we choose? In this webinar, we cut thru the confusion to help you understand your options for pricing technology.



Tales from the Trenches in B2B Pricing

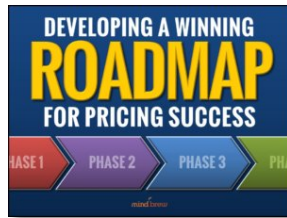
Pricing improvement in B2B environments can be a messy affair. In this on-demand webinar, glean insights and lessons from ten cautionary case studies so you don't repeat the same mistakes and miscalculations.



Boosting the Pricing Team's Influence

How can a B2B pricing team improve results when they don't control all the cooks in the kitchen? How can they be heard when others don't have to listen? In this session, learn the science of influence and persuasion.

More On-Demand Training Webinars in the PricingBrew Journal:



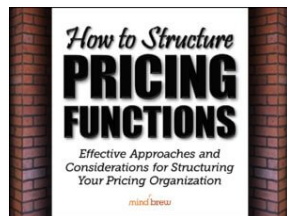
Developing a Winning Roadmap for Pricing

For getting beyond the tactical firefighting, good intentions simply aren't enough. You need a plan. In this on-demand webinar, learn how to create a winning plan for making pricing a more valuable and strategic function.



The Fundamentals of Effective Subscription Pricing

With subscriptions, the first order is just a fraction of the profit potential over time. So how do you do get the pricing right? In this session, learn the processes and practices that can boost subscription pricing effectiveness.



How to Structure Pricing Functions

The structure of your pricing function can have major ramifications for years to come. In this on-demand webinar, learn effective approaches and considerations for structuring your pricing organization.



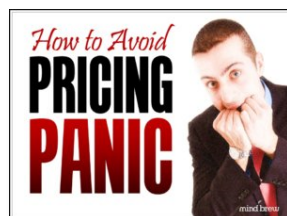
The Top "Lessons Learned" by Pricing Leaders

How have other pricing leaders become leaders? What can their 20/20 hindsight teach us to help streamline our own path? In this on-demand webinar, learn the top lessons gleaned through our research.



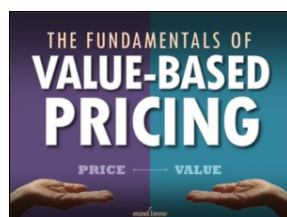
Better Product Management for Better Pricing

In this on-demand webinar, learn how leading pricing teams are working to influence and improve the pre-market decisions that can create pricing pressure and limit the prices you can ultimately command.



How to Avoid Pricing Panic

How should you respond when something disruptive happens in your market? How do you avoid overreaction? How do you balance speed with smarts? And how do you better prepare for the next disruption?



The Fundamentals of Value-Based Pricing

Value-based pricing is like any other business practice in that most of the power comes from mastering the fundamentals. In this session, learn the core concepts and processes that generate the most bang for the buck.

More On-Demand Training Webinars in the PricingBrew Journal:



Avoiding the Top 10 Pricing Mistakes

You're going to make mistakes. But if you can avoid the biggest mistakes, you're rigging the game in your favor. In this on-demand webinar, learn the top 10 mistakes that other pricing groups have made along the way.



Managing Mix to Improve Pricing

Product and customer mix have an incredible amount of influence over every aspect of your performance. In this on-demand webinar, learn how to get proactive about "rigging" your mix to your advantage.



How to Manage Multichannel Pricing

In this on-demand webinar, you'll learn about market mapping, MAP policies, and other tactics and tips for minimizing the potential for channel conflict, reputational damage, and margin erosion.



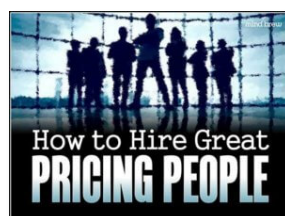
How to Fight a Price War

In this on-demand webinar, learn strategies and tactics for preventing a price war, handling "dumb" competitors, de-escalating and avoiding provocative situations, and winning without actually fighting.



Profitable Pricing Enablement

In this on-demand webinar, you'll learn about the new "best practice" of leveraging data and technology to distribute pricing authority and control, without sacrificing improved pricing performance.



How to Hire Great Pricing People

How do you identify pricing candidates with the raw materials to be most successful? In this on-demand webinar, you'll learn the most important attributes you should be looking for when building your team.



Revamping Sales Comp to Improve Pricing

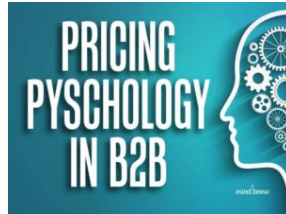
In this on-demand webinar, you'll learn about the pros and cons of various approaches for infusing pricing performance into your sales compensation plan to reduce unnecessary discounting and boost profitability.

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.



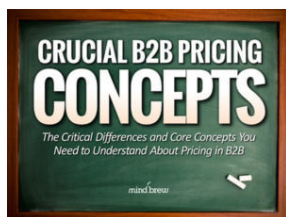
All About Price Optimization

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.



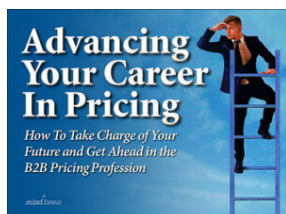
Assessing Your Pricing Capabilities

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

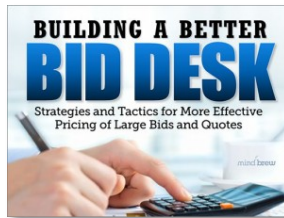
There's never been a better time to be a B2B pricing professional. But you can't sit back and hope that good things will happen in the future. In this on-demand webinar, learn to take charge and make good things happen.



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:



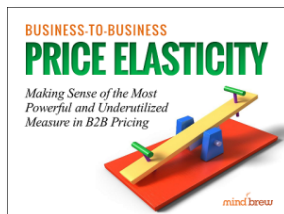
Building a Better Bid Desk

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.



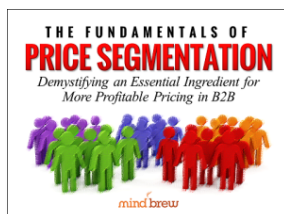
The Pricing Practitioner's Primer on B2B Sales

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

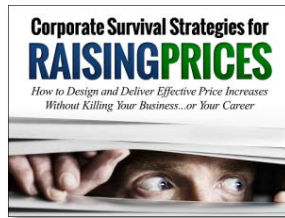
In this recorded webinar, we explain the concept of price segmentation and why it's such a powerful tool. We cover the essential segmentation process and build an example price segmentation model from scratch.



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.



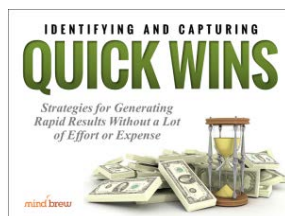
How to Make Change Actually Happen

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.

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.

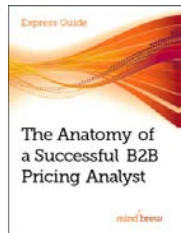


*"So very grateful
for the wealth of
information available
on PricingBrew. Glad
I found you guys!"*

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

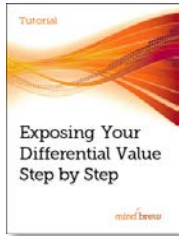
To help you identify areas for improvement and gauge the likely competitiveness of your company's strategic and tactical pricing capabilities, simply answer the 52 questions in this straightforward self-assessment as objectively as possible.



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:



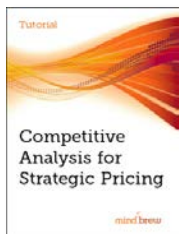
Exposing Your Differential Value Step-by-Step

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.



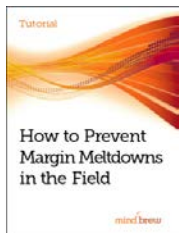
Myth Versus Reality in Pricing Technology

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.



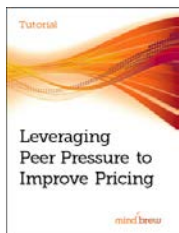
How to Prevent Margin Meltdowns in the Field

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.



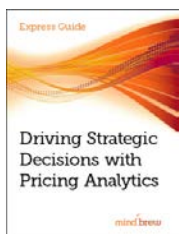
The Price Segmentation Model Self-Assessment

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

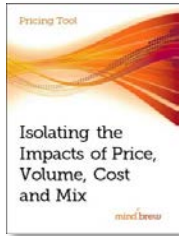
This step-by-step tutorial provides insight into B2B salespeople's behavior and outlines an effective game plan for motivating your sales team to effectively police themselves---closing more deals at their target prices in the process.



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.

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



Isolating the Impacts of Price, Volume, Cost and Mix

Using this straightforward tool, you can finally put an end to the second guessing and skepticism by isolating and quantifying the contributions of price, volume, cost and mix to period-over-period revenue and margin differences.



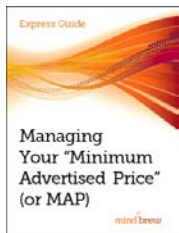
Pricing Tech Utilization: Users Vs. Laggards

Based on an in-depth PricingPulse research study, this research report exposes the critical differences between the companies who are currently using pricing technology and those who are not.



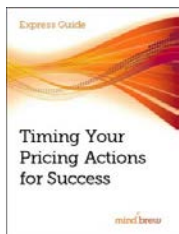
How Many B2B Sales Teams Lack Negotiation Skills?

We wanted to better understand the extent to which B2B sales teams were taking steps to develop and maintain skills in negotiation. Explore what we learned in this research brief, complete with helpful charts and analysis.



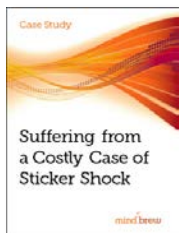
Managing Your "Minimum Advertised Price"

While not a panacea, MAP (Minimum Advertised Price) policies can mitigate many channel control and conflict issues for manufacturers. In this guide, we expose 20 strategies and tactics for more effective MAP policies and programs.



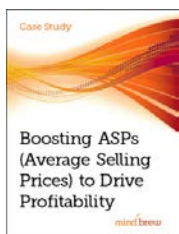
Timing Your Pricing Actions for Success

The timing of your pricing actions can greatly influence how those actions are perceived and received. In this Express Guide, learn how to time your pricing actions to minimize conflict and maximize acceptance.



Suffering from a Costly Case of Sticker Shock

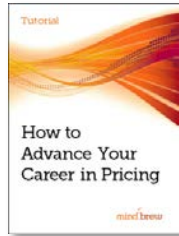
Where discounting is habitual, it's easy to think that your list prices don't really matter. But before you conclude that list prices don't matter in your business, consider this case of a B2B reseller who just couldn't see what they were missing.



Boosting Average Selling Prices to Drive Profitability

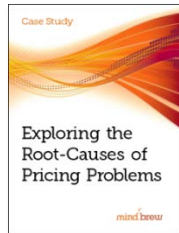
The use of averages are as common in business as they are in sports. But average selling prices (ASPs) can hide a lot of profitable truths. This case study reveals how one building materials company dug deeper to find profitable opportunities.

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



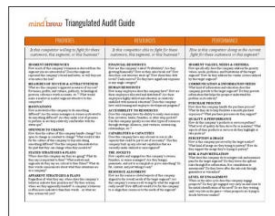
How to Advance Your Career in B2B Pricing

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.



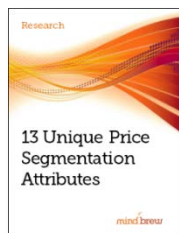
Exploring the Root-Causes of Pricing Problems

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.



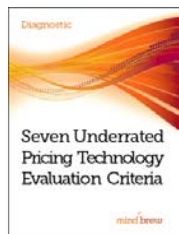
The Triangulated Competitive Audit Guide

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.



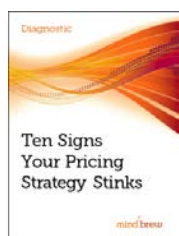
Underrated Pricing Technology Evaluation Criteria

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.



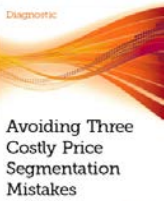
New Benchmarks for Pricing Excellence

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.



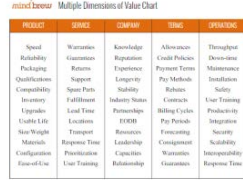
Visual Aids for Explaining Price Segmentation

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.



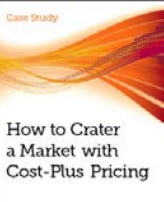
The Multiple Dimensions of Value Chart

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.



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.

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 products 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?

More Subscriber Questions We've Helped Answer:

- ❓ Can you provide us with best practices or advice on calculating the comparative impact of price increases?
- ❓ What are the departmental growth paths that you're seeing other building products pricing groups taking?
- ❓ We're setting sales targets for next quarter. Is it possible to track the customer spend that we aren't getting?
- ❓ How much leeway are other services companies giving their salespeople to negotiate prices and discounts?
- ❓ We're rolling out a new channel partner price list. How can we best balance customization and standardization?
- ❓ What have other pricing groups experienced when trying to link pricing performance to sales commissions and incentives?
- ❓ When pricing based on customers' projected volumes for the coming year, how do we protect against them falling short?
- ❓ What are the downsides to grandfathering existing SaaS subscribers into their current pricing when we raise prices?
- ❓ What is the typical or average % lift being reported by those who are using price elasticity measures to set prices?
- ❓ Can you tell in advance whether a promotional discount will boost sales volume enough to justify the discount?
- ❓ What does a real price segment look like? What defines it? How can we tell if we're actually doing it right in our business?
- ❓ What role, if any, should current or potential lifetime value (LTV) play in our pricing segmentation model?
- ❓ What should we do if we can't really tell whether the customer is serious about needing the absolute lowest price?
- ❓ I'm tired of constantly policing my sales team and playing "bad cop" on every deal. Any suggestions or advice?

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:



Exposing the Truth About Value-Based Pricing

In this Expert Interview, Stephan Liozu discusses what it really means and what it takes to practice value-based pricing in a B2B environment. And here's a hint---there's more to it than many would have us believe!



Fighting Over-Discounting in the Field

Over-discounting is a frustration for most B2B pricing teams. So, how do you prevent it from happening? Chaz Napoli shares strategies and tactics he's found to be effective through hundreds of customer engagements.



How to Leverage Big Data & Pricing Science

In this interview, Jim Vaughn, the author of a new book called "Stop Racing in a Blindfold," talks about how to combine Big Data and Pricing Science to drive better financial results, at scale, and on a go-forward basis.



Do European Companies Really Price Better?

In this informative interview, Per Sjöfors, the founder and CEO of Atenga, defends his bold assertion that European companies lead US companies in the development of pricing capabilities and processes.



Seize the Pricing Opportunity Before Others Do

In this conversation with David Bauders, the Founder and President of Strategic Pricing Associates (SPA), you'll glean insights and tips from his experiences working with hundreds of distributors and manufacturers.



Measuring Pricing Value and Performance

Ever had a request for more resources or investment met with "what have you done for me lately?" Erin Cihak and Peter Bloechle discuss multiple approaches for credibly demonstrating value and contribution.



Exploring the Future of the Pricing Profession

What does the future hold for those in the pricing profession? In this Expert Interview, Kevin Mitchell of the Professional Pricing Association provides his perspectives on the state of the pricing profession.

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



The Leading Edge of Customer-Specific Pricing

In this Expert Interview, Pete Eppele of Zilliant discusses the current best practices and sheds light on what leading pricing functions are doing right now to manage and optimize their customer-specific pricing.



How to Tackle Increased Trade Tariffs

In this insightful conversation, Sean Arnold helps us navigate through the issues and understand our options when addressing the latest addition to our long list of pricing challenges: rising trade tariffs.



Closing the Skills Gap in Sales Negotiations

In this Expert Interview, Jason Levinson discusses the latest methods and innovations in negotiation training for salespeople. Closing the negotiation skills gap in your sales team is not as hard as you might think!



It's About Getting to the Right Pricing Number!

In this Expert Interview, Walter Paczkowski shares his perspectives on the challenges and opportunities he has identified in his work using advanced quantitative techniques to set more accurate and effective prices.



Leveraging the Power of Price Segmentation

In this Expert Interview, Paul Parsons of Profit2 discusses his experiences helping a number of distributors and manufacturers leverage the power of price segmentation to boost their revenues, margins, and profits.



The Right Way to Manage and Enable Change

How do you encourage, enable, and manage organizational change when the deck is stacked against you? In this interview, Scott McAllister and Suraj Mohandas expose the essential steps that are required to get it right.



Creating More Powerful Sales Proposals

While sales proposals are where the rubber meets the road, proposals are rarely given the attention they deserve. Through this interview, learn how to create sales proposals that can win more business at higher margins.

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.

Our Newsletter Provides a Weekly Dose of B2B Pricing Education and Motivation

With dozens of different things competing for your team's time and attention, how do you ensure that everyone has the opportunity to learn and grow over time? And how do you expose them to crucial concepts and important ideas without it being too overwhelming?

In addition to alerting you to new Journal resources and upcoming subscriber-only webinars, our weekly email newsletter also provides your team a steady "drip" of timely insights, informative articles, and bite-sized morsels of education, training, and even inspiration.



A Sampling of Articles Published in Our Weekly Newsletter:



Why Sales Doesn't Know They Stink At Pricing

Back in 1999, two Cornell University psychologists revealed an important effect that likely has a profound impact on how good your sales team is at pricing & negotiation. Learn what this effect is and what you can do about it...



Three Terrible Excuses for Pricing Teams

Why are some pricing teams eager to learn and grow, while others seem content to keep their heads down and stick with the status quo? Some of the excuses we've heard are not only wrong; they're career limiting. Here are three...



Stop Saying "No" to Discount Demands

Saying "no" all of the time does little to bolster internal perceptions around what you do. Nor does it foster the sort of collaborative environment that leads to lasting change and progress. So, what should you do instead?



Weeding Out Unqualified Pricing Folks

It's rare to have formal training in pricing--let alone a degree. So how can you tell if someone has the necessary skills to do the job?



3 Pricing Myths Some CEOs Actually Believe

Very few CEOs have direct experience in pricing. And this can create huge misconceptions (and hurdles) for pricing professionals. Here are some ways that can help.



Here's a Quick Way To Generate More Margin

If your efforts to educate the sales team about good pricing aren't bearing fruit, it might be time to consider this alternative tactic.

More Articles Published in Our Weekly Newsletter:



The 5 Things That Make a Pricing Team Exceptional

In our research, we use five criteria to separate "powerhouse" pricing teams from those that are average. How many of these characteristics does your team have?



The Big Lie About the Power of Price

You've probably heard the line that a tiny 1% pricing improvement can generate a 7-11% profit improvement, right? But there's a Big Lie that this calculation often hides.



Why You Can't See Your Biggest Pricing Problems

Some of the biggest and costliest pricing problems aren't obvious. And they certainly don't stand out in the data. So how can you know whether or not you're suffering from them?



5 Pricing Pressure Problems You Can Solve

While it might be a lot easier to blame competitive actions, the real sources of pricing pressure are usually much closer to home. Learn about five sources of pricing pressure you can actually do something about.



So, What Is Strategic Pricing...Really?

There are a number of definitions and unfortunately, they don't all agree. So, we decided to ask the broader PricingBrew community for their thoughts on the subject. The definition we ultimately found may surprise you.



The Difference Between Price Efficiency & Effectiveness

These two terms get tossed around a lot these days--almost interchangeably. But focusing on one of them makes a huge difference in the success of your pricing efforts.



5 Reasons Value-Based Pricing Fails

Why do some value-based pricing initiative struggle while others succeed? Is success in value-based pricing just a roll of the dice? Value-based pricing initiatives that struggle tend to suffer from one or more of these five completely solvable problems...



Choosing the Best Path to Pricing Improvement

When working toward pricing improvement, organizations typically choose one of two paths. Our team evaluated both of them and found that one is vastly superior to the other.



When Price Segmentation Goes Terribly Wrong

Mistakes in price segmentation models can be silent margin killers. It can seem like they're working just fine, while profit dollars quietly fall through the cracks.



3 Harsh Realities of a Career in Pricing

There's never been a better time to be a B2B pricing professional. But if you really want to capitalize on the "rising tide" you'll need to acknowledge certain realities associated with a career in B2B pricing.

More Articles Published in Our Weekly Newsletter:



Why Company Cultures Kill Good Pricing Strategies

In a battle between pricing strategy and corporate culture, culture wins every time. It helps to remember that there's a step between devising the strategy and putting it into practice.



Is Your Sales Strategy Hurting Prices?

Small tweaks to your sales strategy can improve pricing performance significantly without ever touching the price-points themselves. But how do you know if you even have a real sales strategy to begin with?



A Simple Decision That Makes Pricing Easier

When you're buried in tactical tasks, the strategic aspects of pricing are often set aside for "someday". But for many leading teams, one very simple decision changed everything.



8 Technical Skills That All Pricing People Need

We've boiled down the technical knowledge you need to effectively work in pricing to these 8 key skills. Fortunately, they're all things that can be learned.



Why Some Pricing Initiatives Are Destined to Fail

Our research team is often surprised at how many pricing initiatives miss a critical fact of human nature. And very often, this oversight becomes a fatal flaw.



What Salespeople Need to Make Good Decisions

Research shows that most salespeople will make good pricing decisions...almost by default...when these three basic conditions are being met.



Never Let a Pricing "Crisis" Go To Waste

Trade tariffs. Natural disasters. Financial meltdowns. You can always count on something coming out of left field to disrupt your market, seemingly overnight. But within every pricing crisis, there's also opportunity...



5 Signs Product Management Is Hurting Your Prices

It makes pricing's job so much harder when product management is missing critical steps or making ill-informed decisions. But how can you tell when they're falling down?



Solving a Subversive Price Negotiation Problem

In pricing, we spend a lot of time trying to manage the negotiation decisions that prospects and customers make. But have you ever wondered just how much margin your company loses by negotiating with itself?



Everyone Happy About Pricing? You're Doing It Wrong.

Think "harmony" in the workplace is always a good thing? The truth is that those feel-good efforts to eradicate interoffice conflict can gut your margins, stifle improvement, and stunt your company's growth.

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 27,000 people, representing more than 5,100 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, 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.

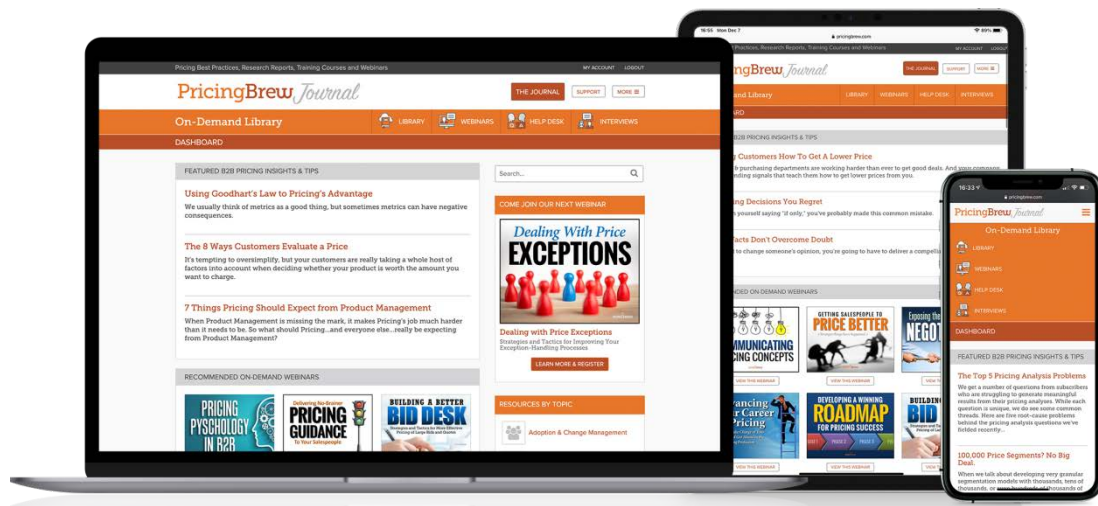
If we subscribe to the Journal today, will our rates increase over time?

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.

We Don't Ask for Testimonials...But the Positive Comments Keep Coming In

- “ You are amazing! The level of services from PricingBrew exceeded my expectations. The resources are very down-to-earth and hands-on. Loving it!
- “ You've won a 'subscriber for life' here.
- “ So very grateful for the wealth of information available on PricingBrew. Glad I found you guys!
- “ This information is exactly what I was looking for.
- “ The perspectives are very informative and challenge our current thinking. We'll definitely be able to use this to improve our pricing performance.
- “ Thanks for the webinar yesterday. I love the diagnostic technique you mentioned and will be using it with my sales managers.
- “ The content really resonates with me, so many thanks for taking the time to shine a light on the subject!
- “ Getting perspectives from other pricing experts on approaches they have used successfully is very helpful.
- “ Amazing content on the site. It has been a great help.
- “ I have been doing pricing for years and have really enjoyed your content. It is much appreciated.
- “ I'm enjoying the resources thoroughly. The site is very well set up and offers a lot to its users. Thanks again for the insights.
- “ Great publication. Good to see an alternative to the pitch fests!
- “ What I've found on PricingBrew is really different and highlights the daily pricing issues in a very tangible manner.

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