



A two-day course on  
**Value-Based Offering, Pricing and Sales**  
March 6-7, 2018

## Purpose

Contribute to a significant improvement in your company's profitability by promoting unique *value-based offerings*, bolder *value-based pricing* and successful *value-based sales*.

## Why?

Four critical issues that drive the need and urgency to participate in this course:

1. How much money do we lose due to outdated pricing principles?
2. How can we get out of the cost-plus price-per-unit way of thinking?
3. How can we get paid for the additional value we deliver?
4. How do we design the offerings, the revenue models and the pricing when we integrate forward and start to deliver services, often based on the installed base and with applications of embedded systems, sensors, M2M, IoT, Big Data, and the internet?

## How?

Lectures in combination with breakout sessions; to anchor the message into the participants own realities

Two intensive days at a conference centre

All lectures, discussions and documentation will be in English.

Participants:  
minimum 15 and maximum 30

## From the content:

- Unique offerings and value propositions
- Developing prices – an unconventional take on how to change the price levels customers are willing to pay
- Identifying *value*: improve *both* margins *and* customer satisfaction
- Target customer profiles to improve hit-rates and reduce quotation/sales costs
- The business process and how to 'marry' product development and sales
- Marketing and communicating your value message, including quotations
- Negotiation and contracts – commercial best practises

## For whom?

You who have a significant role in the development of products and services, design of offerings, pricing, sales, or in any other relevant interaction with the customers businesses. And you who represent purchasing in these customer businesses.

The main focus is on the needs of technology-based businesses in a B2B context.

## Lecturer

*Anders Rehnberg*,  
Privilegium  
Group in  
London,  
will train  
and inspire you.



## When?

**March 6-7, 2017**

09:00-18:00 on Tuesday March 6  
08:00-16:30 on Wednesday March 7

## Where?

At KTH Royal Institute of Technology,  
Stockholm, Sweden

## Fee

SEK 25 000 (excl. VAT) which includes  
documentation, lunches and coffees.

## Application

Please fill in your application  
on [www.kthexecutiveschool.se](http://www.kthexecutiveschool.se).

## Small print

The course will only start if we have received  
applications from at least 15 participants on  
February 6, 2018.

The course fee will be invoiced as soon as the  
group has reached 15 participants.

Accommodation is not included in the price, but  
we have made a group booking – so if you need  
a room we will book for you. The participant  
will then pay the conference centre on site.

## Evaluations

Excerpts from evaluations from the previous  
three courses:

- *It gave examples, and questions were answered clearly.*
- *New ways of thinking – will be very useful.*
- *The best training I have attended.*

## Course leader

*Anders Holmström,*  
Program Director at  
KTH Executive School



## Further information?

Please contact Anders Holmström at  
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## KTH Executive School

KTH Executive School addresses technology-based enterprises needs of the specific know-how, the broadened perspectives as well as the inspiration required to excel in developing and implementing new businesses, new strategies and new ways to operate.

KTH Executive School AB is owned by KTH Royal Institute of Technology – the oldest and largest university of technology in Sweden.