



## Executive Seminar in Strategic Pricing Webcast

WEDNESDAY, MARCH 17, 2010 AT 11:00 AM EST

WEDNESDAY, APRIL 14, 2010 AT 1:00 PM EST

WEDNESDAY, MAY 19, 2010 AT 1:00 PM EST

### Program Description

Please join SPA's David Bauders in a workshop session covering the executive issues surrounding Strategic Pricing. The pricing opportunity is great, but there are important obstacles that must be overcome to build a long-term platform for success. Executive leadership on these issues is pivotal.

David will discuss the role of SPA's pricing analytics, as well as the change-management, organizational, cultural, and process dimensions that usually mean the difference between good and great performers in the SPA program. A panel of experienced owners will discuss their lessons learned along this journey.

This program will be valuable to executives considering how to pursue this opportunity, and will help maximize the returns on their investment in Strategic Pricing.

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### Executive Seminar on Strategic Pricing

**David S. Bauders, President, SPA  
Executives of Several SPA Clients**

We will discuss the following topics:

- The SPA Pricing Cube™
- The Cultural Dimension: Selling on Value, Not Price
- The People Dimension: Staffing for Success
- Overcoming Organizational Obstacles
- Process Excellence
- The Metrics that Matter
- Incentives and Rewards

This free 1-hour webinar will help your company focus its pricing mission in a proven, practical, action-oriented way.

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To Register For This Free Workshop, please contact Sheri Morford at [Sheri.Morford@strategicpricing.com](mailto:Sheri.Morford@strategicpricing.com) or call at 216.470.9748.

**About SPA:** [www.strategicpricing.com](http://www.strategicpricing.com)

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SPA is the leading provider of pricing analytics and comprehensive process and sales force training to complex companies of all types: manufacturing, distribution, equipment, services, and software/technology products. Since 1993, we've built a strong platform of proprietary analytics to quickly and efficiently help companies convert their own invoice data into pricing architectures that optimize their pricing performance and competitive position. Our typical client applies our pricing architecture and improves profitability by two to four percent of sales: \$2 to \$4 million per \$100 million of affected revenue. The benefits are staggering; and they are typically accomplished in less than 90 days.

