



Fundamentals of Strategic Pricing Webinar

WEDNESDAY, MARCH 31, 2010 AT 1:00 PM EST

WEDNESDAY, APRIL 28, 2010 AT 1:00 PM EST

Program Description

Please join distribution experts, SPA President David Bauders, and several distribution and manufacturer leaders, as they discuss winning approaches to Strategic Pricing. Pricing excellence requires solid analytics, a value-based sales culture, and rigorous pricing processes.

Fundamentals of Strategic Pricing

David S. Bauders, President, SPA

The panel will also discuss follow-on approaches to driving long-term gains:

- The SPA Pricing Cube™
- Sustaining the Gains
- Proven Approaches to Winning

Our expert panel will discuss the following topics:

- Sales Force Culture
- Pricing Process Design: Flexibility with Discipline
- The Metrics that Drive Change

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

To Register For This Free Webinar, please contact Sheri Morford at Sheri.Morford@strategicpricing.com or call at 216.470.9748.

About SPA: www.strategicpricing.com

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.

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