

Monetization Conference

Sales & Pricing in a digital age

De Hooge Vuursche, 12th April 2018



About the conference

Sales and pricing are more important than ever. The ability to know where, how, and for what price to sell is key to gain a competitive advantage and maximize profits. At the same time, digitalization brings challenges and opportunities with increased price transparency, online sales channels and new business models.

In this conference, Simon - Kucher & Partners will present trends, concepts and methods on how to improve profitable growth in a digital age, while our guest speaker will inspire with a practical case from the industry. The conference will also bring enough opportunities to get in touch with fellow industry executives.

- Relevant for: All industry practitioners, in particular chief executives, finance executives and commercial directors
- Registration at: www.simon-kucher.com/en/events/monetization-conference-sales-pricing-digital-age

About Simon-Kucher & Partners

Simon-Kucher & Partners is a global management consulting firm with over 1,100 employees in 34 offices worldwide. We focus on strategy, marketing, pricing and sales. Founded in 1985, we are regarded as the world's leading pricing advisor.

Program

13.00 | Reception and welcome

13:30 | Introduction to the conference

Onno Oldeman – Managing Partner

- Pricing Power in a Digital World
- Insights from the Global Pricing and Sales Study
- Latest learnings and best practices



Onno Oldeman
Simon-Kucher & Partners

Want ROI? Invest in Pricing Power

Hong-May Cheng – Partner

- Understanding and obtaining pricing power
- How to use price as a growth and innovation driver
- Cross industry pricing trends and improvement areas



Hong-May Cheng
Simon-Kucher & Partners

Strategic Sales & Pricing in practice

Bas van Driel – CEO at DFE Pharma

- Pricing dynamics in the global pharmaceutical B2B market
- Value pricing to substantiate leading market position
- Growing profitable market share



Bas van Driel
CEO at DFE Pharma

15.15 | Coffee break

15:45 | How to get more sales from sales

Juriaan Deumer – Partner

- Digital opportunities for sales
- Sales effectiveness: Enabling structured entrepreneurship
- Success factors in getting more sales from sales



Juriaan Deumer
Simon-Kucher & Partners

Pricing in a digital age

Prof. Dr. Dr. h.c. mult. Hermann Simon

Founder & Honorary Chairman Simon - Kucher & Partners

- Effects of digitalization on pricing
- Risks and opportunities of digitalization
- Key lessons for every business



Hermann Simon
Simon-Kucher & Partners

17.00 | Closure and drinks

Registration information

- Places are limited, so please register as soon as possible to avoid disappointment.
- Once registered you will receive a confirmation by email. Simon-Kucher & Partners has the right to refuse a registration.
- In case of cancellation or replacement, please let us know in a timely fashion.

Venue

Kasteel De Hooge Vuursche
Hilversumsestraatweg 14, Baarn

Simon-Kucher & Partners

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