

Pricing

Price is the most important driver for profits with the highest potential which is not used!

Intensive Online-Course with 3 Webinars

What are the key aspects for calculating the price for a product and service? What are the most important weaknesses in today's price and product policies? How digital trading platforms influences the transparencies of prices? How cost for ownership can be used as a selling argument? These and other questions for successful export marketing are discussed in the seminar. Further, the concept for Integrated Management and Leadership IMLead® is presented as a framework to manage international marketing activities in a structured way.

About the Expert

Bertram Lohmüller was born in 1963 in Tübingen (Germany). For his first degree he studied civil engineering at Stuttgart University. His second degree – a master degree in International Marketing – made Bertram at Reutlingen University. In his first job he worked for 7 years in the construction industry in the areas innovation management and project management. Parallel to his work in industry he made his PhD at Cranfield School of Management (UK) with a thesis about the key drivers of product innovation in German manufacturing industry.

He is managing partner at Export-Akademie Baden-Württemberg and professor for innovation management & leadership at Steinbeis University Berlin | SGIT Steinbeis Global Institute Tübingen. Currently, he is building up so called centres of excellence for green technologies and market development in Argentina, India, Russia, South Africa. The main issue of these centres is to support companies for doing business with Germany and European countries. Framework for managing international business successfully is the concept Integrated Management & Leadership IMLead®. Based on this concept many companies are consulted so far to improve their marketing and sales performance and to enter the German and other international markets successfully. Over the last 20 years more than 2000 top-managers from all over the world were trained by Bertram Lohmüller.



For detailed information please contact Ms. Cornelia Röhm

Contact and Registration

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Content:	<ul style="list-style-type: none"> • Elements of cost accounting • Direct & indirect costs in international business • Cost calculation, fix and variable costs • Pricing and Break-even calculation • Pricing and cost of ownership • Influences of the design • Power pricing • Discussion
Goals:	<ul style="list-style-type: none"> • Knowing the key elements of cost accounting • Be aware of direct and indirect costs in international business • See how a break-even calculation is working • Learn how price and costs of ownership are related • Learn how the design is influencing the costs
Method:	Online Training <ul style="list-style-type: none"> • Registration on the learning platform eabwlearn.org • Preparation with handouts provided on the learning platform https://eabwlearn.de • 3 webinars with 1,5 hours duration • Examples from industry and checklists • Discussion
Target Group:	<ul style="list-style-type: none"> • Middle and top management
Date:	16:00-17:30 hours (Berlin time) on following days <ul style="list-style-type: none"> • Webinar 1, Wednesday 23th September 2020 • Webinar 2, Thursday 24th September 2020 • Webinar3, Friday 25th September 2020
Language:	English
Expert:	Prof. Dr. Bertram Lohmüller, Export-Akademie Baden-Württemberg
Place:	Online Computer with latest internet browser is required
Price:	210.- Euro per person (net price for companies) for private persons +19% VAT
Registration:	Further information and registration: https://eabw.org
Certificate:	Certificate of participation from Export-Akademie Baden-Württemberg

