



CERTIFIED PRICING PROFESSIONAL



What's next on your
professional pricing journey?

PPS'S SIGNATURE PRICING CERTIFICATION - THE CPP.

Certified Pricing Professional (CPP) is **the only world-wide pricing professional designation** synthesizing the art and science of pricing giving individuals and teams the tools to price new products and services based on **best practices, academically-sound data**, and adapt current product/service pricing to **drive revenue in a market-specific and contextually-aware way.**

CPP CERTIFIED PRICING PROFESSIONAL

The CPP maps out pricing processes from inception to execution to ensure **cross-functional buy-in to grow revenue** even in this new abnormal while anticipating nuances up and down the supply chain. You'll be able to price all products and services with well-earned confidence by defining market segments, markets as a whole, and customer-perceived value **yielding profit-driving results** for you and your company.

THE CPP PROCESS

The CPP curriculum, either **online or in conjunction with our conference workshops**, covers core competency areas of price setting, pricing strategy and tactics, psychological buying journeys, price-variance management, and organizational collaboration.

To obtain this **elite designation**, you first earn 6 CPP credits and then take and pass the online CPP Exam. You will explore qualitative and quantitative pricing topics, and the online exam comes with a study guide to bake in any less familiar theories, applications, definitions, and equations presented.

There are no prerequisites to enroll in the CPP program, and we have over 50 courses to choose from so you can **customize your learning journey** whether you're new to pricing or a seasoned professional seeking to **widen your sphere of influence** inside and outside your organization.

While the CPP program is self-paced, most professionals complete the 6 courses, study modules, and exam within 6-12 months.

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ADVISING AND NETWORKING

Each CPP program comes with online and/or **personalized academic advising** so we can help you choose which courses are best for you to reach your professional goals.

And collaboration does not stop there. You'll have access to our **LinkedIn CPP community** to join lively discussions on the courses and content if you chose. You can find our **pricing expert course leaders** on there as well always up for opportunity to answer questions and push your thinking.

CPP Pricing: We offer a variety of options in pricing your CPP designation. Courses and the exam may be paid for a la carte, as a bundle, or as a bundle for a team. With membership, our individual online bundle is \$3,795.

READY TO GET STARTED?

PPS CPPs grow their businesses with evidence-based techniques and shared language among their teams. For a full list of courses, more information, and to register, visit pricingsociety.com or email training@pricingsociety.com.

BENEFITS OF EARNING YOUR CPP

- Learn best practices from pricing experts
- Leverage comprehensive pricing training
- Develop an internal pricing culture
- Gain from a rigorous certification process
- Bring your pricing function in-house

OVER 4,000 Professionals
Enrolled in Our
Online Training
Courses

OVER 1,800 Certified Pricing
Professionals Earned
This Distinguished
Designation



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START YOUR JOURNEY TODAY

training@pricingsociety.com
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The Professional Pricing Society is the leading worldwide pricing idea marketplace where new and seasoned business professionals from all industries come together for learning, training, and networking, while gaining actionable insights, new & refined skillsets, and earning pricing credentials.

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