



OUTPERFORM
2017 / CHICAGO

DON'T MISS MODERN COMMERCE TRAINING

Outperform 2017 is offering a full day of training on Wednesday, May 10, to provide all attendees with the best practices and technology needed to power your modern commerce initiatives. From dynamic pricing science to eCommerce to machine learning, these informative courses will give you the foundation you need to meet changing buyer expectations and increase revenue and profitability. Training is open to all attendees.

Half-Day Training Courses at Outperform

AM Session: Powering Modern Commerce – CPQ with Dynamic Pricing Science

In the modern commerce era, B2C buying expectations are increasingly creeping into B2B selling. Buyers expect sellers to meet them how – and where – they buy and quickly deliver the right product, and more important, at the right price. In this environment, mastering the modern commerce customer experience has become more important than ever.

In this session, you will learn how data science-driven pricing integrated into your CPQ process enables your sales team to deliver a better customer experience.

Learn how to:

- Accelerate responsiveness.
- Deliver tailored offers – product and pricing.
- Eliminate quoting errors.

Powering Modern Commerce
with Dynamic Pricing Science





PM Session: Powering Modern Commerce – Extend CPQ to Partners and eCommerce

In today's omnichannel selling environment, creating a consistent buying experience across all your sales channels is essential to maximize deal value and reduce customer churn. Extending pricing science-driven CPQ to wherever you sell helps you deliver a modern commerce experience to customers.

In this session, you will learn how to:

- Efficiently reach your marketplace through partners and eCommerce with CPQ.
- Provide your customers a consistent, differentiated experience.
- Enable customers to begin in one sales channel and conclude in another.
- Administer the experience from a single command center.

AM Session: Powering Modern Commerce – Enhancing Analytics with Machine Learning

Artificial Intelligence is now a hot topic due to its emergence as a viable technology. The convergence of data science models, availability of large data sets, compute capabilities and expertise has enabled machine learning and artificial intelligence uses to move into the mainstream.

In this session you will learn how advanced algorithms and data science can be used to:

- Deliver a personalized customer experience – Learn how analytics based on data science and machine learning enable creation of a personalized and relevant interactive experience.
- Increase sales team effectiveness – Learn how advanced data science and prescriptive actionable insights provide the sales team with insights that make them even more effective with each precious customer interaction.
- Drive product and service innovation – With machines handling the repetitive and administrative work, the team has more time to connect with customers, technology partners and suppliers to develop new product and services ideas.



PM Session: Powering Modern Commerce – Enhancing Price Optimization

Is your company experiencing any of these challenges?

SLOW: Can't quote quickly, friction in the approval process.

STATIC: Prices can't move with the market.

IMPERSONAL: Prices not specific to customers and segments.

SILOED: Disconnection across sales channels.

INCONSISTENT: Varied pricing across customers creating low price expectations.

The single biggest factor holding back the transformation to modern commerce is the inability to price dynamically across all channels. In this session, learn how using dynamic pricing science can solve these challenges.

Cost

Outperform training carries an additional fee of \$295 for one-half day session or \$495 for the full day.

Note: Attending Outperform training will require an extra night of hotel accommodations that is not included in the standard Outperform registration fee. Training sign-up will appear when you register for Outperform.

To learn more about Outperform and register, visit www.pros.com/outperform-2017.