



Customer Value Modeler Online Certification

What

The CVM® certification is a 100% online formal certification program on the customer value modeling methodology using the Economic Value Estimation® process. During this program, participants learn:

- To identify true product and service differentiators.
- To select the right value drivers for a customer value model.
- To measure and quantify critical value drivers for a product or service.
- To build customer value models that are real-life and ready to use.
- To set product and service prices based on the 3C's of pricing.
- To design value messages aligned with customer perceived benefits.

The training combines the latest theoretical science on customer value modeling and value-based pricing with practical value modeling activities. Participants work on real-life products, services, or innovations to build a proprietary customer value model that is ready for testing and validation.

Why

Because what is not measured cannot be captured. Customer value modeling is an important step in the value management process which includes value creation, value quantification, and value capture. The CVM® certification program reviews the entire value management process and focuses on the quantification/dollarization of differential customer value. Here is why mastering customer value modeling is critical:

- Are you able to measure your differentiation and competitive advantage?
- Are you able to communicate the total economic value you deliver to your customers versus competitive alternative?
- Are you guessing your differentiation value during your price setting process?
- Do you feel you are leaving money on the table with your products or services?
- Is your Salesforce armed with the right value tools to respond to price objections?
- Are you realizing the value your promised to your customers?

Certification Benefits*A unique and formal designation**Strong team alignment on critical strategic & value concepts**Increase in adoption & proficiency of value-based pricing**Copy of an eBook on customer value modeling**License to a proprietary suite of Excel value & CI tools***Who**

The CVM® is a formal certification program for:

- Marketing Managers, Industry Managers, Market Segment Managers
- Product Managers, Category Managers, Portfolio Managers.
- Pricing Analysts, Pricing Managers, Revenue Managers, and Value Managers.
- Innovation Managers, Technology Managers, R&D Managers.
- Account Manager, Sales Managers, Business Development Managers.
- Inventors, Entrepreneurs, Angel Investors, VC and PE Managers.

How

This certification program includes:

- Participating in 5 one-hour webinars on value-based pricing and CVM®.
- Reading all relevant papers for each of the steps of value-based pricing.
- Watching relevant videos on how to use templates and tools.
- Working in teams to perform all required analysis using relevant templates.
- Participating in 5 one-hour virtual coaching sessions.
- Delivering the required outcome presentation to conclude the value model.

To obtain the CVM® certification, participants must successfully build a real-life customer value model and attend all sessions (10 hours of training minimum).

Where

CVM® certification sessions are available for firms that are interested in certifying marketers, pricers, and innovators in the science of customer value modeling and value-based pricing. Minimum class size is 2 teams or up to 10 participants at a single firm.

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**For more information about CVM®,
please contact Stephan Liozu at
sliozu@gmail.com or at
+1-484-347-1458.**