Pricing Optimization

Course Dates: June 8th-10th, 2027
Location: Texas A&M University

Executive Summary:

The *Pricing Optimization Course* is part of the CIDL's Distributor Operations Leader pathway, developed in partnership with Texas A&M to equip distribution professionals with the knowledge and capabilities to make strategic contributions across the operational side of their business.

Learning Objectives:

- Pricing Financials – Understanding the Impact of Pricing on Profitability
- Customer & Item Stratification – Segmenting Customers & Items to Inform Pricing
- Pricing Optimization – Building a Data-Driven Pricing Model
- AI Enablement – Leveraging AI to Accelerate Analysis & Implementation

Participants will gain financial performance acumen and learn to leverage customer and inventory data to help drive margin and customer profitability without impacting service levels. **New for 2027, the course incorporates AI enablement**, demonstrating how participants can leverage AI to assist with the analysis, development, and implementation of pricing optimization initiatives.

The course is designed to help participants move beyond the tactical execution of pricing processes and develop the capabilities to **work on the business**—identifying opportunities, recommending improvements, and driving meaningful change in how their organization manages pricing. Participants will leave with two levels of opportunity: low-hanging fruit that can be acted on immediately and more advanced best practices that may require project-based work to implement.

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The agenda below provides overview of the course flow. Additional details, such as hotel address and campus training room location, will be provided upon participant registration and acceptance into the program.

Agenda: June 8th-10th, 2027

Tuesday, June 8th

Start	End	Event
7:30am	8:00am	Breakfast
8:00am	12:00pm	Importance of Pricing Optimization *(Break at 10:00am)*
12:00pm	1:00pm	Lunch
1:00pm	5:00pm	Customer Stratification *(Break at 3:00pm)*
6:00pm		Group Dinner

Wednesday, June 9th

Start	End	Event
7:30am	8:00am	Breakfast
8:00am	12:00pm	Item Stratification *(Break at 10:00am)*
12:00pm	1:00pm	Lunch
1:00pm	5:00pm	Building the Pricing Optimization Model *(Break at 3:00pm)*
6:00pm		Dinner on Your Own

Thursday, June 10th

Start	End	Event
7:30am	8:00am	Breakfast
8:00am	12:00pm	Implementing Pricing Best Practices *(Break at 10:00am)*
12:00pm	1:00pm	Box Lunch & Departures

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