

Why Simon-Kucher as Trainer

Best consultancy in marketing and sales

<i>manager magazin</i>	<i>brand eins Thema</i>	
Marketing and sales	Marketing and pricing	Sales and CRM
1 Simon-Kucher & Partners	Simon-Kucher & Partners	Simon-Kucher & Partners
2 Boston Consulting Group	Boston Consulting Group	Boston Consulting Group
3 McKinsey & Company	McKinsey & Company	McKinsey & Company

Source: *manager magazin* survey of top managers in Germany, August 2007 and 2011/IMB

Source: *brand eins Thema/Statista* survey of approx. 1,500 partners and project leaders from consulting firms and approx. 1,500 C-level managers from German companies, May 2014 and 2015

World leader in pricing

<p><i>World leader in giving advice to companies on how to price their products</i></p> <p><i>BusinessWeek</i></p>	<p><i>The world's leading pricing consultancy</i></p> <p><i>The Economist</i></p>
<p><i>Pricing strategy specialists</i></p> <p><i>The Wall Street Journal</i></p>	<p><i>In pricing you offer something nobody else does</i></p> <p>Professor Peter Drucker</p>


Global presence

32 offices worldwide, 1000 employees



Amsterdam	Madrid
Atlanta	Milan
Barcelona	Mountain View
Beijing	Munich
Bonn	New York
Boston	Paris
Brussels	San Francisco
Cologne	Santiago de Chile
Copenhagen	São Paulo
Dubai	Singapore
Frankfurt	Sydney
Geneva	Tokyo
Hamburg	Toronto
Istanbul	Vienna
London	Warsaw
Luxembourg	Zurich

>3,000 projects in the last 3 years

Strategy	Marketing
	
Sales	Pricing

- Growth and competitive strategies
- Product portfolio (re-)design
- Pricing excellence
- Customer relationship and customer value management
- Sales strategies and sales channel optimization

Selected Project Reference

Vehicle manufacturers

We have assisted numerous manufacturers in revising their regional and global pricing strategies, setting prices for new products, and setting new terms and conditions for dealers

- | | |
|-------------|---------------|
| AGCO | Maserati |
| Audi | Mercedes-Benz |
| BMW | Porsche |
| Caterpillar | Nissan |
| EVOBUS | SEAT |
| IVECO | Skoda |
| Fiat | Volvo |
| GM | Volkswagen |
| Kia | |

- Ashdown Ingram
- Andrew Page
- Autodistribution
- Europart
- Trost
- Plus selected US companies*

Wholesalers

We have aided leading wholesalers across multiple continents in segmenting their markets, improving their channel management, quantifying the value they deliver, and pricing new products

Suppliers

We have helped first and second tier suppliers extract more value for their products through better pricing processes

- | | |
|---------------|------------|
| Bosch | Schaeffler |
| Brembo | Schmitz |
| Deutz | Cargobull |
| FAG | SGL Carbon |
| Knorr-Bremse | Valeo |
| Mann + Hummel | Webasto |
| | Würth |

- Bridgestone
- Continental
- Goodyear
- Michelin
- Pirelli
- PointS

Tires & fast fitters

We have also helped tire suppliers and fast fitters grow and manage their relationships with dealers and distributors



*Client identity may not be disclosed

We advise car manufacturers on multiple pricing and sales related topics



BMW



Mercedes Benz



Porsche



Volvo



Fiat



KIA



Maserati



VW

Project scopes have included:

- 1 Market introduction and pricing of complete **new cars**
- 2 Reworking of price list & product offering of **existing cars**
- 3 Options and **package** pricing
- 4 **Country-specific** price & product strategies
- 5 **Incentive efficiency** and dealer performance improvement
- 6 Life-cycle price & value management
- 7 **Spare parts** pricing
- 8 Service **packages**
- 9 Full OEM **revenue management programs**

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