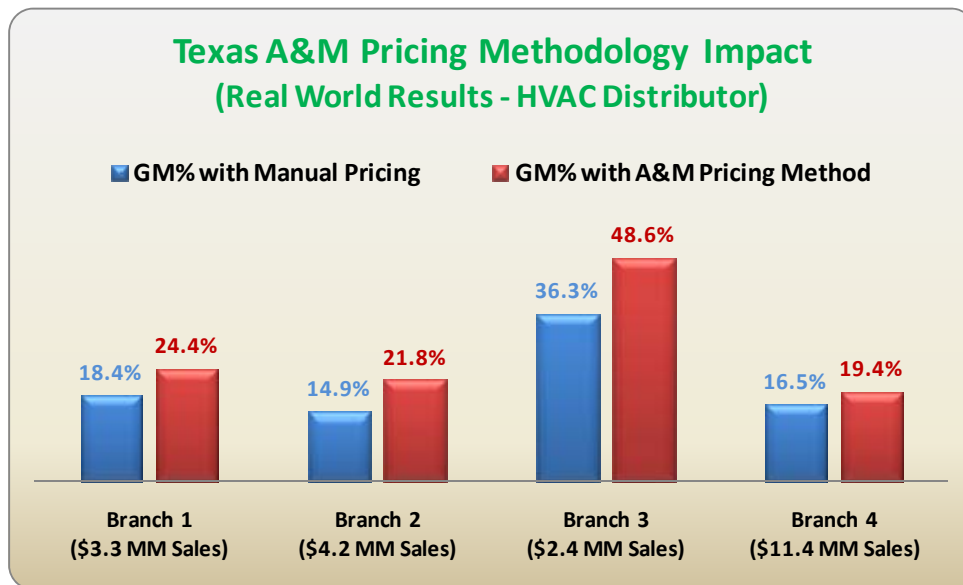


The Pricing Optimization Consortium Speaks for Itself!



“Start to finish - great course. No one aspect stands out as each part is equally important to the whole”

“Opened up our minds to the idea of using both computer and personal data to manage pricing”

“Very good information that directly affects our bottom-line”

“Excellent explanations of why we do what we do”

“Very detailed and down to earth”

Comments from a Custom Educational Program, HVAC Distributor

“This program seems to be a detailed examination of the world of pricing. It has been developed from real data that forms theories, develops strategies, and arrives at practical ways to improve profitability. This should be part of the future of distribution.”

Charlie Henry, Manager of Pricing, Kirby Risk Electrical Supply

“Given the complexity of pricing, the Texas A&M Pricing Optimization program has gone a long way to specifying all the relevant elements and more importantly putting them in terms that can be quantified and managed. A&M can help you understand the variables and the math of distribution pricing. Don’t get on the phone without them!”

Lawrence Mohr, Ph. D., Senior Vice President, F.W. Webb Company

“We recognize that pricing is critical to our customers...participating in this consortium has given us additional insight into these challenges. This firsthand look at current pricing research has the potential to help both us and our customers.”

Felisha Elmore, Product Manager, Customer Relations & Core Product Initiatives, Intuit Eclipse