



Sales, Marketing and Customer Service

Strategic Pricing Management for Competitive Advantage

Course Introduction

This course focuses on developing and implementing strategic pricing approaches to create and capture value. It equips senior managers and executives with advanced knowledge and skills to align pricing strategies with overall business objectives and market dynamics.

Target Audience

- Pricing Manager
- Marketing Manager
- Product Manager
- Business Strategist
- Financial Analyst
- Sales Manager
- Revenue Manager
- Market Research Analyst
- Commercial Director
- Business Development Manager
- Strategy Consultant
- Chief Marketing Officer (CMO)
- Chief Financial Officer (CFO)
- Pricing Analyst
- Operations Manager

Learning Objectives

By the end of this training course, participants will be able to:

- Identify the strategic role of pricing in business performance

- Develop skills to create and implement effective pricing strategies
- Learn to align pricing with value creation and customer perceptions
- Gain insights into competitive pricing and market positioning
- Master techniques for pricing innovation and new product launches

Course Outline

• 01 Day One

Foundations of Strategic Pricing

- The role of pricing in business strategy
- Value-based pricing principles
- Pricing and the marketing mix
- Case study: Successful strategic pricing implementations

• 02 Day Two

Advanced Pricing Strategies

- Differential pricing and price discrimination
- Dynamic pricing strategies
- Psychological pricing techniques
- Workshop: Developing a strategic pricing plan

• 03 Day Three

Competitive Pricing and Market Positioning

- Analyzing competitor pricing strategies
- Price positioning for market share vs. profitability
- Game theory in competitive pricing
- Simulation: Competitive pricing scenario

• 04 Day Four

Pricing for Innovation and New Products

- Pricing strategies for new product launches
- Pricing in the product lifecycle
- Value pricing for innovative products
- Group exercise: Pricing a new product launch

• 05 Day Five

Implementing and Managing Pricing Strategies

- Organizational structures for effective pricing management
- Change management in pricing strategy implementation
- Metrics for evaluating pricing performance
- Action planning: Developing a pricing strategy roadmap

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 11, 2025	May 15, 2025	5 days	4250.00 \$	KSA - Riyadh
July 20, 2025	July 24, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 3, 2025	Nov. 7, 2025	5 days	5950.00 \$	USA - Los Angeles