



Consulting and Training | Reach New Heights

**Course Name**

# Strategic Pricing Management for Competitive Advantage

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## 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.

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## Strategic Pricing Management for Competitive Advantage

### 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

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## Strategic Pricing Management for Competitive Advantage

### Learning Objectives

- ✓ 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

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## Strategic Pricing Management for Competitive Advantage

### 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

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## Strategic Pricing Management for Competitive Advantage

### Course Outline

#### ✓ **02 Day Two**

##### **Advanced Pricing Strategies**

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

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## Strategic Pricing Management for Competitive Advantage

### Course Outline

#### ✓ 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

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### Course Outline

#### ✓ **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

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## Strategic Pricing Management for Competitive Advantage

### Course Outline

#### ✓ 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

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## Strategic Pricing Management for Competitive Advantage

### Confirmed Sessions

| FROM           | TO             | DURATION | FEES       | LOCATION          |
|----------------|----------------|----------|------------|-------------------|
| May 23, 2027   | May 27, 2027   | 5 days   | 4250.00 \$ | KSA , Riyadh      |
| Sept. 21, 2026 | Sept. 25, 2026 | 5 days   | 4250.00 \$ | UAE , Abu Dhabi   |
| Nov. 9, 2026   | Nov. 13, 2026  | 5 days   | 5950.00 \$ | USA , Los Angeles |
| Jan. 25, 2027  | Jan. 29, 2027  | 5 days   | 4250.00 \$ | UAE , Dubai       |

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