



Consulting and Training | Reach New Heights

Course Name

Business Opportunity Development & Pricing Tools

Sector Name

Sales, Marketing and Customer Service

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

Business Opportunity Development & Pricing Tools

Course Introduction

This advanced program covers sophisticated frameworks to identify, qualify, and assess business opportunities, while supporting pricing models and competitive proposals in today's dynamic market environment. Going beyond conventional opportunity management, this course integrates cutting-edge methodologies for opportunity discovery, validation, and monetization with strategic pricing approaches that maximize value capture. Participants will explore how data analytics, artificial intelligence, market intelligence, and behavioral economics are transforming opportunity development and pricing strategies across global markets and digital ecosystems.

The program balances theoretical frameworks with practical tools, equipping professionals to systematically uncover high-potential opportunities and develop winning pricing strategies that drive profitable growth, sustainable competitive advantage, and ethical business practices.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Business Opportunity Development & Pricing Tools

Target Audience

- ✓ Business Development Professionals seeking to enhance opportunity identification skills
- ✓ Sales Leaders responsible for opportunity qualification and pursuit strategies
- ✓ Product Managers involved in opportunity assessment and pricing decisions
- ✓ Marketing Executives who develop value propositions and pricing strategies
- ✓ Strategy Consultants advising on market opportunity identification
- ✓ Entrepreneurs and Innovation Leaders evaluating new business opportunities
- ✓ Pricing Specialists looking to enhance their strategic pricing capabilities
- ✓ Proposal Managers responsible for competitive bid development
- ✓ Financial Analysts supporting pricing and opportunity valuation
- ✓ Digital Transformation Leaders exploring new business models
- ✓ Global Market Expansion Managers assessing international opportunities
- ✓ Executives responsible for growth strategy and new business development

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

BOOST

Business Opportunity Development & Pricing Tools

Learning Objectives

- ✓ Master advanced opportunity identification techniques across diverse market contexts
- ✓ Develop expertise in opportunity qualification and prioritization methodologies
- ✓ Implement sophisticated opportunity assessment frameworks that balance risk and reward
- ✓ Build competency in developing value-based pricing models aligned with customer perceptions
- ✓ Apply strategic pricing approaches that optimize profitability and market position
- ✓ Leverage data analytics, AI, and market intelligence for opportunity and pricing decisions
- ✓ Design competitive proposal strategies that effectively communicate value propositions
- ✓ Develop negotiation skills for defending value and price in competitive situations
- ✓ Create opportunity development roadmaps that align with organizational capabilities
- ✓ Integrate digital tools into opportunity management and pricing workflows
- ✓ Navigate global market opportunities and cross-border pricing challenges

- ✓ Apply ethical frameworks to opportunity development and pricing decisions

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Business Opportunity Development & Pricing Tools

Course Outline

✓ DAY 01

Module 1: Strategic Opportunity Identification in the Digital Age

- ✓ Systematic approaches to opportunity scanning and discovery
- ✓ Digital transformation impacts on opportunity landscapes
- ✓ Market trend analysis and opportunity pattern recognition
- ✓ Customer pain point identification and solution mapping
- ✓ Competitive landscape assessment and gap analysis
- ✓ AI and machine learning applications in opportunity identification
- ✓ Leveraging digital tools and big data for opportunity discovery
- ✓ Case Study: How leading organizations systematize opportunity identification

Module 2: Opportunity Qualification and Prioritization

- ✓ Developing robust qualification criteria and scoring models
- ✓ Opportunity sizing and market potential estimation
- ✓ Strategic fit assessment and capability alignment
- ✓ Competitive positioning and win probability analysis
- ✓ Resource requirement estimation and allocation planning
- ✓ Portfolio approaches to opportunity management
- ✓ Sustainability and ESG considerations in opportunity qualification

✓ Workshop: Building opportunity qualification frameworks

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Business Opportunity Development & Pricing Tools

Course Outline

✓ Day 02

Module 3: Advanced Opportunity Assessment

- ✓ Comprehensive opportunity valuation methodologies
- ✓ Risk assessment and mitigation planning
- ✓ Scenario analysis for opportunity outcomes
- ✓ Financial modeling and ROI projection
- ✓ Customer validation approaches and techniques
- ✓ Developing business cases for opportunity pursuit
- ✓ Ethical considerations in opportunity assessment
- ✓ Practical Exercise: Conducting thorough opportunity assessments

Module 4: Global Market Opportunity Evaluation

- ✓ Cross-border opportunity identification frameworks
- ✓ Cultural and regional factors in opportunity assessment
- ✓ Market entry strategy development
- ✓ Regulatory and compliance considerations
- ✓ Adapting opportunity approaches to different market contexts
- ✓ International partnership and alliance opportunities
- ✓ Case Study: Successful global opportunity development strategies

Module 5: Emerging Business Models and Monetization Approaches

- ✓ Platform business models and ecosystem opportunities
- ✓ Subscription and recurring revenue model development
- ✓ Freemium and tiered offering structures
- ✓ Outcome-based and performance pricing approaches
- ✓ Marketplace and network effect business models
- ✓ Digital product and service monetization strategies
- ✓ Workshop: Designing innovative business models for identified opportunities

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Business Opportunity Development & Pricing Tools

Course Outline

✓ Day 03

Module 6: Value-Based Pricing Fundamentals

- ✓ Evolution from cost-plus to value-based pricing
- ✓ Customer value perception analysis and mapping
- ✓ Quantifying value creation for customers
- ✓ Developing value metrics and measurement approaches
- ✓ Communicating value effectively to customers
- ✓ Aligning pricing with customer segmentation
- ✓ Integrating opportunity insights into pricing strategy
- ✓ Case Study: Successful value-based pricing implementations

Module 7: Strategic Pricing Methodologies

- ✓ Competitive pricing strategy development
- ✓ Price positioning and market signaling
- ✓ Psychological pricing techniques and behavioral economics
- ✓ Dynamic pricing models and implementation approaches
- ✓ Pricing architecture and structure optimization
- ✓ Managing price changes and transitions

- ✓ Ethical considerations in pricing strategy
- ✓ Workshop: Developing comprehensive pricing strategies

Module 8: Data-Driven Pricing Decisions

- ✓ Leveraging analytics for pricing optimization
- ✓ Price sensitivity measurement techniques
- ✓ Conjoint analysis and preference modeling
- ✓ Price elasticity estimation and application
- ✓ Predictive modeling for pricing outcomes
- ✓ A/B testing approaches for price optimization
- ✓ AI and machine learning applications in pricing
- ✓ Technology Demonstration: Pricing analytics tools and platforms

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Business Opportunity Development & Pricing Tools

Course Outline

✓ Day 04

Module 9: Digital Transformation in Pricing

- ✓ Algorithmic and automated pricing systems
- ✓ Real-time pricing capabilities and infrastructure
- ✓ Digital pricing tools and technologies
- ✓ Blockchain applications in pricing and transactions
- ✓ Managing pricing in omnichannel environments
- ✓ Data privacy considerations in personalized pricing
- ✓ Case Study: Digital pricing transformation success stories

Module 10: Competitive Proposal Development

- ✓ Strategic proposal planning and positioning
- ✓ Competitive intelligence gathering and application
- ✓ Value proposition articulation and evidence building
- ✓ Proposal structure and content optimization
- ✓ Visual communication of complex value concepts
- ✓ Addressing customer concerns and objections preemptively
- ✓ Integrating pricing strategy into proposal development
- ✓ Workshop: Crafting compelling competitive proposals

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

ROOST

Business Opportunity Development & Pricing Tools

Course Outline

✓ Day 05

Module 11: Negotiation and Value Defense

- ✓ Preparing for value-based negotiations
- ✓ Handling price objections and resistance
- ✓ Negotiation strategies for different buyer types
- ✓ Concession management and trade-off techniques
- ✓ Maintaining margins while securing agreements
- ✓ Building long-term value relationships beyond price
- ✓ Cross-cultural negotiation considerations
- ✓ Role Play: Defending value and price in challenging scenarios

Module 12: Post-Sale Opportunity Management and Expansion

- ✓ Transitioning from opportunity win to delivery
- ✓ Account development and expansion strategies
- ✓ Identifying upsell and cross-sell opportunities
- ✓ Customer success alignment with opportunity development
- ✓ Measuring and optimizing customer lifetime value
- ✓ Building systematic opportunity expansion frameworks
- ✓ Capstone Project: Developing an integrated opportunity and pricing strategy

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

ROOST

Business Opportunity Development & Pricing Tools

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 5, 2027	Sept. 9, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 26, 2026	Oct. 30, 2026	5 days	4950.00 \$	England , London
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
April 26, 2027	April 30, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

