



Consulting and Training | Reach New Heights

Course Name

Pricing Strategy and Tactics

Sector Name

Sales, Marketing and Customer Service

Document Type

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Pricing Strategy and Tactics

Course Introduction

Pricing is one of the most powerful yet misunderstood business levers. While organizations invest heavily in products, services, and marketing, poor pricing decisions can destroy value, erode margins, and weaken competitive positioning. Effective pricing requires both strategic thinking and practical tactical execution.

Developed by **Boost**, this course presents pricing as a strategic management discipline supported by tactical tools. Participants will learn how pricing decisions are shaped by customer value, cost structures, competition, and market dynamics—and how to apply pricing tactics without undermining long-term profitability.

Boost's Pricing Strategy and Tactics - Intermediate course equips professionals with the ability to design, implement, and manage pricing decisions that support sustainable business performance

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Pricing Strategy and Tactics

Target Audience

- ✓ Pricing and revenue management professionals
- ✓ Marketing and product management teams
- ✓ Sales managers and commercial leaders
- ✓ Business development professionals
- ✓ Finance and strategy staff involved in pricing decisions

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Learning Objectives

- ✓ Understand the strategic role of pricing in business success
- ✓ Analyze pricing drivers including value, cost, and competition
- ✓ Design pricing strategies aligned with market positioning
- ✓ Apply tactical pricing tools and techniques effectively
- ✓ Manage pricing risks such as discounting and price erosion
- ✓ Monitor and improve pricing performance over time

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Pricing Strategy and Tactics

Course Outline

✓ DAY 01

Foundations of Pricing Strategy

Module 1: Understanding Pricing as a Strategic Lever

- ✓ Why pricing matters more than volume
- ✓ Pricing impact on profitability
- ✓ Common pricing mistakes

Module 2: Pricing Objectives and Strategic Alignment

- ✓ Pricing and business objectives
- ✓ Role of pricing in market positioning
- ✓ Balancing growth and profitability

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Course Outline

✓ Day 02

Value, Cost, and Competitive Drivers

Module 3: Value-Based Pricing Logic

- ✓ Understanding customer perceived value
- ✓ Translating value into price
- ✓ Avoiding cost-only pricing

Module 4: Cost and Competitive Considerations

- ✓ Cost structures and pricing boundaries
- ✓ Competitive pricing behaviors
- ✓ Responding to price competition

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Course Outline

✓ Day 03

Pricing Strategies and Models

Module 5: Pricing Strategy Options

- ✓ Premium, penetration, and skimming strategies
- ✓ Differentiated and segmented pricing
- ✓ Product and service pricing models

Module 6: Pricing Across the Product Lifecycle

- ✓ Launch pricing strategies
- ✓ Managing price changes over time
- ✓ End-of-life pricing considerations

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Course Outline

✓ Day 04

Tactical Pricing Tools and Execution

Module 7: Pricing Tactics and Tools

- ✓ Discounts, promotions, and incentives
- ✓ Bundling and unbundling
- ✓ Managing price structures and lists

Module 8: Controlling Price Leakage

- ✓ Managing uncontrolled discounting
- ✓ Approval and governance mechanisms
- ✓ Protecting margins in execution

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Course Outline

✓ Day 05

Pricing Performance and Governance

Module 9: Measuring Pricing Performance

- ✓ Pricing KPIs and margin analysis
- ✓ Monitoring price effectiveness
- ✓ Identifying improvement opportunities

Module 10: Pricing Governance and Continuous Improvement

- ✓ Pricing decision rights and policies
- ✓ Aligning sales, marketing, and finance
- ✓ Sustaining pricing discipline

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 26, 2027	July 30, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Dubai
Feb. 1, 2027	Feb. 5, 2027	5 days	4950.00 \$	Austria , Vienna
April 26, 2027	April 30, 2027	5 days	4250.00 \$	UAE , Dubai

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