



Consulting and Training | Reach New Heights

**Course Name**

# Cost Estimation & Competitive Pricing

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Cost Estimation & Competitive Pricing

### Course Introduction

Strong pricing decisions start with accurate cost estimation and clear financial reasoning. This program focuses on building practical skills in cost estimation, pricing formulation, and competitive positioning. Participants will learn how to structure pricing models that balance risk, profitability, and market competitiveness while maintaining financial transparency and discipline.

### Training Course Methodology

The training course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course will use lectures and presentations, exercises, experiential and exposure to real world problems and policy choices confronting delegates.

## Cost Estimation & Competitive Pricing

### Target Audience

- ✓ **Project & Program Managers**
- ✓ **Project Managers**
- ✓ **Program Managers**
- ✓ **Delivery Managers**

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## Cost Estimation & Competitive Pricing

### Learning Objectives

- ✓ Develop structured cost estimates for bid proposals.
- ✓ Analyze cost drivers and financial risks.
- ✓ Apply pricing techniques that align with market conditions.
- ✓ Evaluate pricing scenarios to improve competitiveness.
- ✓ Contribute effectively to bid pricing decisions.

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## Cost Estimation & Competitive Pricing

### Course Outline

#### ✓ DAY 01

##### **Fundamentals of Cost Estimation**

- ✓ Principles of cost estimation in bids
- ✓ Work breakdown structure (WBS) for pricing
- ✓ Estimation techniques (top-down vs bottom-up)
- ✓ Data sources for cost estimation
- ✓ Managing assumptions in pricing

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### Course Outline

#### ✓ Day 02

##### **Understanding Cost Drivers**

- ✓ Labor costing fundamentals
- ✓ Material and procurement cost analysis
- ✓ Overheads and shared cost allocation
- ✓ Inflation, currency, and escalation considerations
- ✓ Identifying cost uncertainties

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### Course Outline

#### ✓ Day 03

##### **Building Pricing Models**

- ✓ Structuring pricing spreadsheets
- ✓ Markup and margin calculations
- ✓ Scenario comparison techniques
- ✓ Adjusting pricing based on risk levels
- ✓ Ensuring internal financial consistency

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## Cost Estimation & Competitive Pricing

### Course Outline

#### ✓ Day 04

##### **Competitive and Market Considerations**

- ✓ Understanding competitor pricing behavior
- ✓ Pricing under competitive pressure
- ✓ Balancing low price vs sustainable margins
- ✓ Value perception in pricing decisions
- ✓ Ethical pricing considerations

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### Course Outline

#### ✓ Day 05

##### **Reviewing and Optimizing Pricing Decisions**

- ✓ Internal pricing validation techniques
- ✓ Sensitivity and risk review basics
- ✓ Improving pricing accuracy over time
- ✓ Post-bid financial performance tracking
- ✓ Continuous improvement in costing practices

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## Cost Estimation & Competitive Pricing

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 14, 2026	June 18, 2026	5 days	4250.00 \$	KSA , Riyadh
Nov. 22, 2026	Nov. 26, 2026	5 days	2150.00 \$	Virtual , Online
Aug. 3, 2026	Aug. 7, 2026	5 days	4250.00 \$	UAE , Dubai
April 5, 2027	April 9, 2027	5 days	5950.00 \$	switzerland , Geneva

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