



Workshop Overview

Pricing is often never given the attention it deserves in the marketing process and as a discipline it's highly critical to get it right. This workshop will deliver a sound understanding of contemporary pricing techniques and methodologies.



Benefits

Understand how basic economic and accounting principles apply to pricing decisions. Learn and practice concepts, techniques and get a grasp of the latest thinking around pricing strategies. Assess the customer value of a product or service proposition and know what's meant by different approaches such as cost plus and competition-based pricing.

Outcomes & Content

- ✓ Principles of pricing
- ✓ Understand basic accounting principles
- ✓ Assess customer value of a product
- ✓ Cost and competition-based pricing
- ✓ Assessing profitability
- ✓ Undertake simple pricing calculations
- ✓ Use simple price management methods
- ✓ Pricing pillar, Laws – key concepts
- ✓ Breakeven analysis, contribution, discounting
- ✓ Transactional pricing methods
- ✓ Market based pricing - methodology
- ✓ Value based pricing methods
- ✓ The central role of value in pricing decisions



Who should attend ?

This course will provide a sound footing for anyone wishing to understand pricing approaches whether working in sales, marketing, product management, accountants, operations, technical roles or general management. No specialist knowledge or experience in pricing is required.

