

## COMPETITIVE & STRATEGIC PRICING IN TURBULENT TIMES

*“Mastering Pricing Strategies to Navigate Volatility, Defend Margins, and Sustain Growth”*

### Schedule

Date	Venue	Fees (Face-to-Face)
24 - 26 Feb 2026	Kuwait	USD 2495 per delegate
03 - 05 Mar 2026	Manama, Bahrain	USD 2495 per delegate
13 - 15 Oct 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In today’s rapidly changing business environment, pricing is not just a financial decision—it is a strategic lever. With market volatility, rising costs, competitive pressure, and shifting customer expectations, organizations must move beyond cost-plus pricing to dynamic, value-driven pricing strategies.

This 3-day course provides executives, product managers, and pricing professionals with the tools and frameworks to analyze market conditions, optimize pricing structures, and align pricing with competitive advantage. The course emphasizes agility, customer segmentation, and pricing innovation to protect margins and maintain relevance in turbulent times.

### Objectives

By the end of this course, participants will be able to:

- Develop strategic pricing models based on value, not just cost
- Respond quickly to competitive and market changes
- Use segmentation to align prices with willingness to pay
- Implement pricing tactics to defend margins and manage discounting
- Design pricing governance and controls to drive accountability

## Why Attend

- Strengthen your organization's pricing power and profitability
- Learn to adapt your pricing approach in volatile, uncertain environments
- Avoid common pricing mistakes that erode value and brand positioning
- Gain hands-on experience through simulations and real-world case studies
- Move from tactical to strategic pricing for long-term advantage

## Target Audience

This program is designed for:

- Pricing managers, commercial and marketing professionals
- Product managers and business unit heads
- Financial controllers and revenue managers
- Sales managers responsible for discounting and negotiations
- Strategy professionals seeking to improve pricing governance

## Individual Benefits

Key competencies that will be developed include:

- Price sensitivity and elasticity analysis
- Value-based pricing design
- Margin defense and strategic discounting
- Price communication and negotiation readiness
- Scenario planning for turbulent market conditions

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved pricing decision-making aligned with business strategy
- Greater revenue predictability and profit sustainability
- Reduced margin leakage and pricing inconsistency
- Enhanced competitive positioning through differentiated pricing models
- Stronger collaboration between sales, finance, and marketing

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Pricing principles, frameworks, and models
- Case Studies - Examples from global markets and turbulent environments
- Workshops - Pricing simulations, elasticity analysis, and pricing redesign
- Peer Exchange - Team-based problem-solving and reflection
- Tools - Price waterfall templates, pricing dashboards, and deal guardrails

## Course Outline

### DETAILED 3-DAY COURSE OUTLINE

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Foundations of Strategic Pricing

- Module 1: Pricing as a Strategic Capability (07:30 – 09:30) • The role of pricing in value creation and market positioning • Moving beyond cost-plus and reactive pricing • Understanding price-performance and customer perceptions
- Module 2: Price Segmentation and Customer Value (09:45 – 11:15) • Identifying customer segments and willingness to pay • Tiered pricing, bundling, and personalized pricing strategies • Designing segmentation frameworks
- Module 3: Competitive Pricing and Market Intelligence (11:30 – 01:00) • Benchmarking competitors and pricing positioning • Scenario planning in volatile markets • Navigating commoditization and price wars
- Module 4: Workshop – Competitive Pricing Simulation (02:00 – 03:30) • Teams build and test pricing responses to market shifts

#### Day 2: Pricing Models, Tools, and Margin Control

- Module 1: Value-Based and Dynamic Pricing Models (07:30 – 09:30) • Aligning price with customer outcomes and ROI • Subscription, freemium, performance-based models • Pricing innovation in turbulent times
- Module 2: Price Elasticity and Revenue Optimization (09:45 – 11:15) • Measuring and modeling price sensitivity • Demand forecasting and pricing thresholds • Trade-offs between volume and margin
- Module 3: Controlling Discounting and Leakage (11:30 – 01:00) • Designing a price waterfall • Deal structuring, approvals, and minimum price rules • Managing rebates, promotions, and hidden discounts
- Module 4: Workshop – Price Architecture and Margin Map (02:00 – 03:30) • Participants build a pricing structure for a case business

#### Day 3: Execution, Governance, and Change Management

- Module 1: Pricing Execution and Sales Enablement (07:30 – 09:30) • Communicating price increases and managing objections • Equipping sales teams to defend value • Aligning pricing with customer experience
- Module 2: Pricing Governance and Controls (09:45 – 11:15) • Building pricing policies and decision rights • Integrating pricing into CRM and ERP systems • Performance tracking and accountability
- Module 3: Pricing in Turbulent and Inflationary Markets (11:30 – 01:00) • Adjusting pricing during cost shocks or supply disruptions • Crisis pricing ethics and transparency • Scenario planning and contingency pricing
- Module 4: Final Workshop – 60-Day Pricing Optimization Plan (02:00 – 03:30) • Participants develop an action plan to improve pricing outcomes • Peer feedback and course wrap-up

## Certification

Participants will receive a Certificate of Completion in Competitive & Strategic Pricing in Turbulent Times, validating their capability to design, execute, and govern pricing strategies that support profitability, resilience, and growth.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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