MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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ADVANCED STRATEGIC PRICING TECHNIQUES

"Maximizing Profitability and Market Competitiveness through Data-Driven Pricing Strategies"

Schedule

Date	Venue	Fees (Face-to-Face)
20 – 22 Apr 2026	Manama, Bahrain	USD 2495 per delegate

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

Introduction

In today's competitive and data-rich marketplace, pricing is one of the most powerful levers for profitability. Organizations that apply advanced strategic pricing techniques are better positioned to optimize revenue, respond to market changes, and capture value across different customer segments.

This course equips professionals with advanced tools, models, and analytical frameworks for pricing strategy. Participants will explore value-based pricing, price sensitivity analysis, segmentation models, competitive intelligence, and the role of behavioral economics in pricing. The training is highly interactive, with simulations, case studies, and tools for immediate application.

Objectives

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

- Apply value-based, dynamic, and segmented pricing models to maximize profitability
- Conduct pricing analytics and sensitivity testing to guide pricing decisions
- Align pricing strategy with customer value perception and market conditions
- Design discounting, bundling, and promotional pricing strategies
- Leverage competitive and psychological pricing tactics to influence buying behavior

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Why Attend

- Master pricing methods that align with customer value and business goals
- Develop strategies to defend margins in highly competitive environments
- Use data analytics to identify pricing opportunities and risks
- Apply strategic frameworks to pricing challenges in real-time
- Build internal pricing capabilities and governance

Target Audience

This program is designed for:

- Pricing analysts, product managers, and commercial strategists
- Marketing and sales professionals responsible for revenue optimization
- Finance and business planning managers
- Executives responsible for pricing policy, profitability, or revenue models
- Anyone involved in designing, implementing, or evaluating pricing strategies

Individual Benefits

Key competencies that will be developed include:

- Pricing segmentation, analytics, and elasticity modeling
- Value proposition analysis and customer-centric pricing
- Scenario planning and strategic pricing decision-making
- Tools for communicating and defending pricing internally
- Insight into behavioral pricing psychology and buyer decision-making

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved margin management and pricing governance
- Data-driven decisions that support revenue growth and strategic goals
- Stronger collaboration between pricing, sales, and marketing functions
- Reduced pricing errors and ad-hoc discounting
- A more systematic approach to pricing innovation and competitive response

Instructional Methodology

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

- Strategy Briefings – Pricing frameworks, B2B/B2C differences, and market forces
- Case Studies – Global pricing success and failure examples
- Workshops – Develop and defend pricing strategies using real or simulated data
- Peer Exchange – Group discussion of industry-specific pricing challenges
- Tools – Price sensitivity models, value maps, price ladders, and diagnostic tools

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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: The Role of Pricing in Business Strategy (07:30 – 09:30) • Pricing's impact on profitability and market positioning
- Module 2: Pricing Approaches – Cost-Based, Market-Based, Value-Based (09:45 – 11:15) • Comparative analysis of pricing models
- Module 3: Understanding Customer Value Perception (11:30 – 01:00) • How customers perceive and assign value
- Module 4: Workshop – Value Mapping Exercise (02:00 – 03:30) • Create a value map for a product or service

Day 2: Pricing Analytics, Segmentation & Elasticity

- Module 1: Pricing Segmentation Models (07:30 – 09:30) • Segmenting markets and aligning prices to willingness to pay
- Module 2: Price Sensitivity and Elasticity Analysis (09:45 – 11:15) • Measuring customer responsiveness to price changes
- Module 3: Psychological and Behavioral Pricing (11:30 – 01:00) • Anchoring, price thresholds, charm pricing
- Module 4: Workshop – Elasticity Simulation (02:00 – 03:30) • Analyze the impact of price changes on demand

Day 3: Competitive, Dynamic, and Promotional Pricing

- Module 1: Competitive Intelligence and Price Positioning (07:30 – 09:30) • Monitoring the market and defending price strategy
- Module 2: Dynamic and Real-Time Pricing (09:45 – 11:15) • Using algorithms, AI, and time-based models
- Module 3: Designing Discount and Bundling Strategies (11:30 – 01:00) • Structuring offers for maximum impact and profitability
- Module 4: Final Workshop – Strategic Pricing Challenge (02:00 – 03:30) • Group presentation of a pricing strategy for a simulated case

Certification

Participants will receive a Certificate of Completion in Advanced Strategic Pricing Techniques, validating their expertise in applying strategic pricing models and analytics to improve business profitability and market competitiveness.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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