MAWA EVENTS

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

Phone: +601116373203 | **Email:** info@mawaevents.net

PRICING STRATEGY & TACTICS

"Mastering the Science and Psychology of Profitable Pricing"

Schedule

Date	Venue	Fees (Face-to-Face)
21 – 25 Sep 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

Pricing is one of the most powerful profit levers in business, yet it remains one of the least understood. This intensive 5-day course will equip participants with strategic, analytical, and psychological tools to build and implement effective pricing strategies. From segmentation and value-based pricing to behavioral economics and competitive analysis, this program blends theory with practice to help businesses drive sustainable revenue and profitability.

Participants will explore real-world pricing models, digital and dynamic pricing techniques, and how to align pricing with broader business strategy. Interactive workshops, case studies, and tools will empower participants to make informed, data-driven pricing decisions in fast-evolving markets.

Objectives

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

- Understand key pricing frameworks and methodologies
- Develop value-based pricing models aligned with customer segments
- Analyze competitive pricing and apply positioning strategies
- Use behavioral pricing tactics to influence buyer decisions
- Design dynamic, digital, and promotional pricing tactics
- Implement pricing governance and monitor pricing performance

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Why Attend

- Learn how to develop pricing strategies that maximize profitability
- Gain insights into customer psychology and how pricing affects perception
- Apply pricing models used by leading companies globally
- Understand pricing challenges in digital and competitive environments
- Improve pricing decisions with structured analysis and tools

Target Audience

This program is designed for:

- Marketing and product managers
- Business analysts and pricing professionals
- Sales and commercial leaders
- Finance and revenue managers
- Strategy consultants and general managers
- Entrepreneurs and business owners

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking in pricing management
- Data-driven pricing and financial impact analysis
- Psychological pricing and behavioral tactics
- Competitive pricing benchmarking
- Communication of pricing value to internal and external stakeholders

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger pricing capabilities across teams
- Increased profitability through value-based pricing
- Enhanced ability to react to market and competitor price shifts
- Alignment of pricing with marketing and product strategy
- Reduction in discounting and revenue leakage

Instructional Methodology

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

- Strategy Briefings – Explore pricing theory, competitive strategy, and customer value modeling
- Case Studies – Review successful and failed pricing strategies across industries
- Workshops – Build pricing models, conduct price sensitivity analyses, and create promotional pricing strategies
- Peer Exchange – Group dialogue on pricing challenges in different sectors
- Tools – Templates for pricing analysis, price-value maps, elasticity calculations, and discount controls

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Course Outline

Detailed 5-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: The Strategic Role of Pricing

- Module 1: Introduction to Pricing Strategy (07:30 – 09:30)
- The importance of pricing to profitability and growth
- Types of pricing strategies: cost-based, value-based, competition-based
- Pricing strategy alignment with business goals
- Module 2: Understanding Customer Value (09:45 – 11:15)
- Defining and quantifying customer value
- Segmenting customers based on value perception
- Building a value proposition around pricing
- Module 3: Financial Impact of Pricing (11:30 – 01:00)
- Price-volume-profit analysis
- Understanding price elasticity and sensitivity
- Impact of pricing on margins, revenue, and profitability

Day 2: Competitive and Market-Based Pricing

- Module 4: Competitive Pricing Analysis (07:30 – 09:30)
- Benchmarking and price positioning
- Competitive landscape mapping
- Value parity and undercutting risk
- Module 5: Price Differentiation and Segmentation (09:45 – 11:15)
- Tiered pricing and bundling strategies
- Dynamic pricing and versioning
- Geo-pricing and customer type pricing
- Module 6: Market Research for Pricing (11:30 – 01:00)
- Gathering and analyzing market pricing data
- Tools for pricing research: surveys, conjoint analysis
- Validating pricing assumptions with customer data

Day 3: Psychological and Behavioral Pricing Tactics

- Module 7: Behavioral Economics in Pricing (07:30 – 09:30)
- Perception of price and value
- Anchoring, framing, and decoy effects
- Scarcity, urgency, and pricing cues
- Module 8: Communication of Pricing (09:45 – 11:15)
- Packaging and presenting price to influence choice
- Justifying premium pricing through storytelling and metrics
- Managing customer objections and perceived fairness
- Module 9: Promotional Pricing (11:30 – 01:00)
- Temporary discounts, freemium, and trial strategies
- Loyalty and incentive-based pricing
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Avoiding discount traps and margin erosion

Day 4: Advanced Pricing Techniques

- Module 10: Dynamic and Digital Pricing (07:30 – 09:30)
- Algorithmic pricing and AI-driven strategies
- E-commerce and SaaS pricing models
- Using analytics for real-time pricing
- Module 11: Pricing Innovation (09:45 – 11:15)
- Subscription, pay-per-use, and outcome-based pricing
- Disruptive pricing models and industry examples
- Adapting pricing to new business models
- Module 12: Pricing Governance and Control (11:30 – 01:00)
- Setting pricing policies and approval workflows
- Monitoring compliance and deal desk setup
- Pricing performance measurement and reporting

Day 5: Implementation, Testing, and Strategy Integration

- Module 13: Testing Pricing Strategies (07:30 – 09:30)
- A/B testing and pilot programs
- Using feedback loops and pricing dashboards
- Tracking success metrics and refining price points
- Module 14: Change Management in Pricing (09:45 – 11:15)
- Getting internal buy-in for pricing changes
- Training sales and marketing on pricing execution
- Mitigating customer pushback
- Module 15: Pricing Strategy Review and Action Plan (11:30 – 01:00)
- Strategic pricing roadmap development
- Final workshop: building a pricing plan
- Q&A and wrap-up

Certification

Participants will receive a Certificate of Completion in Pricing Strategy & Tactics, affirming their capability to develop, manage, and optimize pricing models that enhance profitability, customer value, and competitive advantage

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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