XCELERATE TRAINING INSTITUTE

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PUBLIC SECTOR MANAGEMENT

Market Competition and Rates (Tariffs and Subsidies)

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
17 – 21 May 2027	Live online	Online (live)	€1,200
22 – 26 Nov 2027	Live online	Online (live)	€1,200
27 – 31 Dec 2027	Madrid	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/market-competition-and-rates-tariffs-and-subsidies/

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Market Competition and Rates (Tariffs and Subsidies)

Introduction

Many businesses approach pricing as a simple cost-recovery strategy, which often leads to suboptimal profits. This course by Xcelerate Training Institutes emphasizes that pricing is a strategic tool for gaining a competitive advantage and creating value. The course will explore the impact of tariffs and subsidies on pricing and competition, highlighting the complexities of global trade. Ultimately, it aims to equip participants with the knowledge and skills to make informed pricing decisions.

Learning Objectives

Upon completion, participants will be able to:

- Apply market and competitive analysis to pricing decisions.
- Use game theory to understand and influence market pricing.
- Leverage competitor pricing models and product lifecycle stages for effective pricing.
- Develop and implement price discrimination strategies.
- Predict, influence, and respond to competitor pricing moves.
- Assess the financial implications of pricing decisions.
- Adjust customer price perceptions to capture more value.
- Employ pricing to achieve long-term business success.

Training Methodology

This interactive course combines lectures, seminars, group discussions, assignments, and case studies to provide a comprehensive learning experience. The course follows a "Do-Review-Learn-Apply" approach.

Benefits for Your Organisation

By sending employees to this course, organizations can:

- Develop a detailed market competition and pricing profile.
- Reduce legal risks associated with pricing policies.
- Optimize market competition and pricing processes.
- Enhance employee understanding of tariffs and subsidies.
- Build a skilled team to implement effective pricing strategies.

Benefits for You

Participants will:

- Gain a comprehensive understanding of marketing and pricing.
- Improve their ability to achieve profitability goals through pricing.
- Develop pricing strategies to create value.
- Learn the key factors of marketing success.
- Generate innovative ideas for differentiating their businesses.

Who Should Attend

This course is designed for entrepreneurs, marketing consultants, senior managers, executives, marketing, finance, and sales directors, product, customer, and brand managers, as well as executives seeking to differentiate their businesses.

Course Outline

Understanding the Playing Field

- Course introduction
- Overview of pricing specialization
- Key legal frameworks affecting pricing

Common Practices and Shifts in Interpretation

- Legal parameters and common pricing practices
- Competitive analysis and pricing options
- Anticipating competitor pricing strategies
- Legal aspects of pricing analysis

Predicting Competitive Reactions

- Value mapping and game theory
- Analyzing competitive dynamics
- Developing strategies to disrupt markets and engage in "coopetition"

Pricing Through the Product Lifecycle

- Pricing strategies for different product lifecycle stages
- Case studies

Costing and Financial Analysis

- Costing methods and their impact on pricing
- Profitability analysis

Implementing Price Discrimination

- Customer segmentation and pricing strategies
- Weber-Fechner law and its implications

Pricing Strategies

- Pricing strategies for different product tiers
- Bundle pricing and product line pricing

Pricing Psychology

- Effective pricing communication
- Managing customer risk
- Strategic pricing tools
- Determining product/service economic value
- Creating tiered offerings

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Registration Form

Market Competition and Rates (Tariffs and Subsidies)

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
info@x8ti.com

Register online
Open the course page