XCELERATE TRAINING INSTITUTE

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ACCOUNTING & FINANCE

Pricing Strategy Training Course

Setting Prices That Capture Value and Improve Profitability

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	TTC-123

Upcoming dates

Dates	Venue	Format	Fee
22 – 24 Mar 2027	Cairo	Classroom	€2,400
17 – 19 May 2027	Live online	Online (live)	€900
7 – 9 Jun 2027	Casablanca	Classroom	€2,400
13 – 15 Sep 2027	Dubai	Classroom	€2,600
22 – 24 Nov 2027	Live online	Online (live)	€900
20 – 22 Dec 2027	Geneva	Classroom	€3,200

Register or ask a question

Online: x8ti.com/course/pricing-strategy-training-course/

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Pricing Strategy Training Course

Introduction

Pricing is one of the most powerful profit levers, yet many organisations set prices by simply adding a margin to costs or following competitors. Value-based pricing can significantly improve profitability.

This course explains pricing strategies, customer value analysis, price setting, discounts, price communication and negotiation, with practical calculations.

Learning Objectives

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

- Understand the impact of pricing on profit
- Compare cost-based, competitor-based and value-based pricing
- Measure customer value and willingness to pay
- Design price structures and discounts
- Communicate and defend prices
- Monitor pricing performance

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse pricing cases and calculate the profit impact of pricing decisions.

Benefits for Your Organisation

- Higher margins and profitability
- Consistent, defensible pricing
- Controlled discounting
- Better commercial decisions

Benefits for You

- Practical pricing skills
- Profit impact calculations
- Negotiation confidence on price
- Strategic commercial thinking

Who Should Attend

This course is designed for:

- Marketing and product managers
- Sales managers

- Finance and commercial analysts
- Business owners
- Commercial directors

Course Outline

Day 1: Pricing Fundamentals

- Pricing and profitability
- Cost-based and competitor-based pricing
- Value-based pricing
- Price elasticity
- Pricing objectives

Day 2: Setting Prices

- Customer value analysis
- Willingness to pay
- Price structures and bundles
- Discounts and promotions
- Pricing calculations

Day 3: Managing Prices

- Communicating price changes
- Defending prices in negotiations
- Price monitoring
- Pricing governance
- Action plan

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Registration Form

Pricing Strategy Training Course

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

Duration: 3 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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Register online
Open the course page