

Pricing Strategy for Business

Course length: 1 day

In an increasingly competitive global marketplace, developing the right pricing strategy for your products and services is critical. Focusing on strategy, this interactive session will help you to identify the most appropriate pricing model for your business, this will allow you to increase profit and maximise return.

How can it help?

- Change your current mindset and focus on increasing revenue and profitability
- Provide access to essential knowledge on the most up to date pricing strategies
- Increase your confidence in pricing products and services, and empower sales teams to negotiate on value rather than price
- Use pricing to enter new markets and win new customers

Programme outline

This masterclass considers a full range of pricing strategies used to increase sales and revenue streams. The programme will explore the relationship between product and pricing and demonstrate how pricing tactics can create innovative business models. The session will also examine pricing psychology and the role pricing plays in sales and marketing strategies.

Content will include:

- Pricing strategy - Value based, market based and cost based pricing
- Pricing mechanisms - List pricing, negotiation, yield management
- Tactics and pricing psychology
- The role pricing in relation in sales and marketing strategies
- Developing a pricing model and strategy
- Action planning for business

Who should attend?

This masterclass is designed for sales managers, marketing managers, product managers and account managers.

The programme is vital for individuals who are new to pricing or who have limited experience of the subject.

It will benefit both new and existing business owners who are launching a new product or service.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this one day programme please contact:

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