



(003587769-K)

Persiaran Mayang Pasir  
Bayan Baru, 11950  
Pulau Pinang, Malaysia  
**Mobile:** 019-9790786

**Email:** [hr.department@softspheretraining.my](mailto:hr.department@softspheretraining.my)

**Website:** [www.softspheretraining.my](http://www.softspheretraining.my)

## **Course Name: Strategic Pricing**

### **Synopsis**

Strategic Pricing is a critical aspect of business success, impacting profitability, market positioning, and customer perception. This training program is designed to equip participants with the knowledge and skills needed to develop and implement effective pricing strategies. Through a combination of theoretical concepts, practical examples, and interactive discussions, participants will gain a deeper understanding of pricing dynamics and learn how to leverage pricing strategies to maximize profitability and achieve strategic business objectives

### **What You Will Learn**

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

- Understand the fundamentals of strategic pricing and its importance in business profitability.
- Analyze customer value perception and its impact on pricing strategies.
- Implement various pricing strategies, including cost-based pricing, value-based pricing, and dynamic pricing.
- Apply psychological pricing tactics to influence consumer behavior.
- Evaluate price elasticity and demand to make informed pricing decisions.
- Segment markets effectively and apply differentiated pricing strategies.
- Implement and manage pricing strategies over time, including setting and adjusting prices, price bundling, and versioning.
- Monitor and optimize pricing strategies to respond to market changes and maximize profitability.



(003587769-K)

Persiaran Mayang Pasir  
Bayan Baru, 11950  
Pulau Pinang, Malaysia

**Mobile:** 019-9790786

**Email:** [hr.department@softspheretraining.my](mailto:hr.department@softspheretraining.my)

**Website:** [www.softspheretraining.my](http://www.softspheretraining.my)

- Participants will leave this training program with the knowledge and tools needed to develop and implement strategic pricing strategies that drive business growth and profitability.

## Who Should Attend

- **Pricing Managers:** Individuals responsible for setting and managing pricing strategies within their organizations.
- **Product Managers:** Professionals involved in product development and pricing decisions.
- **Marketing Managers:** Those responsible for developing marketing strategies that include pricing considerations.
- **Sales Managers:** Individuals involved in setting prices, negotiating deals, and managing pricing strategies within sales teams.

## Prerequisite

N/A

## Course Methodology

- **Lectures:** Engaging lectures will introduce key concepts and theoretical frameworks related to strategic pricing. Real-world examples and case studies will be used to illustrate concepts and enhance understanding.
- **Interactive Discussions:** Participants will engage in interactive discussions to share their experiences and insights. This will encourage peer learning and provide opportunities for participants to apply concepts to their own business contexts.
- **Group Activities:** Group activities such as case studies, simulations, and role-plays will be used to reinforce learning and allow participants to practice applying pricing strategies in a risk-free environment.
- **Individual Exercises:** Individual exercises will be used to deepen understanding and allow participants to reflect on their learning. These exercises may include self-assessment quizzes, reflective writing, or analysis of real-world pricing scenarios.
- **Q&A Sessions:** Regular Q&A sessions will be conducted to address any questions or concerns participants may have. This will ensure that participants fully understand the concepts being taught.
- **Practical Applications:** Participants will be encouraged to apply the concepts learned in the training program to their own business contexts. This will help reinforce learning and ensure that participants can immediately apply their new knowledge and skills.

## Course Duration

1 day(s) - 9am - 5pm

## Course Structure

### *Session 1: Introduction to Strategic Pricing*

- Overview of strategic pricing
- Importance of pricing in business profitability
- Key concepts and terminology

### *Session 2: Understanding Value Perception*

- Customer value perception
- Price-value relationship
- Factors influencing value perception

### *Session 3: Pricing Strategies*

- Cost-based pricing
- Value-based pricing
- Competition-based pricing
- Dynamic pricing

#### Session 4: Psychological Pricing

- Pricing tactics based on psychology
- Pricing endings
- The impact of price framing

#### Session 5: Price Elasticity and Demand

- Understanding price elasticity
- Pricing strategies based on demand elasticity
- Factors affecting price elasticity

#### Session 6: Price Segmentation

- Understanding market segmentation
- Differentiated pricing strategies
- Benefits and challenges of price segmentation

#### Session 7: Pricing Implementation

- Setting and adjusting prices
- Price bundling and versioning
- Communicating price changes



**(003587769-K)**

Persiaran Mayang Pasir  
Bayan Baru, 11950  
Pulau Pinang, Malaysia

**Mobile:** 019-9790786

**Email:** [hr.department@softspheretraining.my](mailto:hr.department@softspheretraining.my)

**Website:** [www.softspheretraining.my](http://www.softspheretraining.my)

### *Session 8: Managing Pricing Over Time*

- Monitoring and evaluating pricing strategies
- Responding to market changes
- Price optimization techniques