

FINANCE & ACCOUNTING | COURSE BROCHURE

Pricing Strategy and Profitability Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Pricing is one of the most powerful levers of profitability, yet it is often set by habit or competitor matching. This course covers value-based pricing, cost and competitor considerations, price segmentation, discount management, price increases and pricing analytics. Participants analyse pricing data, identify margin leakage and design pricing strategies that capture value.

A small improvement in price realisation can have a larger effect on profit than significant volume growth. This course gives you the frameworks and analytical tools to set and manage prices more effectively.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Learning combines pricing frameworks, price waterfall analysis, elasticity exercises, case studies and pricing strategy workshops.

Course objectives

By the end of this course, participants will be able to:
• Explain how pricing affects profitability
• Apply value-based, cost-based and competition-based pricing
• Segment customers and design price structures
• Identify margin leakage through price waterfall analysis
• Plan and implement price increases
• Use analytics to monitor pricing performance

Target audience

This course is suitable for:
• Finance and commercial managers
• Pricing analysts
• Sales and marketing managers
• Product managers
• General managers



Course content

Target competencies

Participants will develop competencies in:

- Value-based pricing
- Price segmentation
- Price waterfall analysis
- Discount governance
- Price change management
- Pricing analytics

Course outline

Day 1: Pricing and Profit

09:00–09:54	The economics of pricing
09:54–10:48	Pricing objectives
10:48–11:00	Price, volume and margin trade-offs
11:00–11:30	**Coffee break**
11:30–12:12	Price, volume and margin trade-offs (continued)
12:12–13:06	Pricing maturity
13:06–14:00	Exercise: Price sensitivity of profit

Day 2: Pricing Approaches

09:00–09:54	Cost-plus and its limitations
09:54–10:48	Competitor-based pricing
10:48–11:00	Value-based pricing
11:00–11:30	**Coffee break**
11:30–12:12	Value-based pricing (continued)
12:12–13:06	Customer willingness to pay
13:06–14:00	Workshop: Value mapping



Course content

Day 3: Price Structures and Segmentation

09:00–09:54	Segment-based pricing
09:54–10:48	Bundling and tiered offers
10:48–11:00	Subscription and usage pricing
11:00–11:30	**Coffee break**
11:30–12:12	Subscription and usage pricing (continued)
12:12–13:06	Channel pricing
13:06–14:00	Case study: Redesigning a price structure

Day 4: Margin Leakage and Discounts

09:00–09:54	Price waterfall analysis
09:54–10:48	Discount policies and approval
10:48–11:00	Deal pricing guidance
11:00–11:30	**Coffee break**
11:30–12:12	Deal pricing guidance (continued)
12:12–13:06	Sales incentives
13:06–14:00	Lab: Price waterfall exercise

Day 5: Implementing Pricing Strategy

09:00–09:54	Price increases and communication
09:54–10:48	Pricing governance
10:48–11:00	Analytics and dashboards
11:00–11:30	**Coffee break**
11:30–12:12	Analytics and dashboards (continued)
12:12–13:06	Organisation and capabilities
13:06–14:00	Capstone: Pricing strategy plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



Course content

sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,650.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,540.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,820.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**£3,150.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,650.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,450.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.-**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.-**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Dubai Confirmed dates	10 May 2027	14 May 2027	**£3,150.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**£2,650.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,860.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,650.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,540.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,890.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**£3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.–**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,890.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.–**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,860.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.–**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,650.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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