

MARKETING & COMMUNICATION | COURSE BROCHURE

Pricing Strategy and Value-Based Pricing

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



Course content

Why attend

Price is the most powerful profit lever, yet it is often set by cost-plus habit or competitor copying. This course teaches pricing strategy: understanding customer value, value-based pricing, price segmentation, discount governance, pricing psychology, price increases and pricing analytics.

A small improvement in price realisation can raise profit significantly. You will learn to price based on value rather than habit.

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

Value analysis exercises, pricing simulations, case studies and discount analysis.

Course objectives

By the end of this course, participants will be able to:
- Compare cost-based, competitor-based and value-based pricing
- Quantify customer value
- Design price structures and segmentation
- Control discounting and price leakage
- Plan and communicate price increases
- Use pricing analytics

Target audience

This course is suitable for:
- Marketing and product managers
- Sales managers
- Commercial directors
- Finance business partners
- Business owners



Course content

Target competencies

Participants will develop competencies in:

- Value quantification
- Price structure design
- Discount control
- Price communication
- Pricing analytics

Course outline

Day 1: Pricing Foundations

09:00–10:08	Price and profit
10:08–11:00	Pricing approaches
11:00–11:30	**Coffee break**
11:30–11:45	Pricing approaches (continued)
11:45–12:53	Price perception
12:53–14:00	Exercise

Day 2: Customer Value

09:00–10:08	Value drivers
10:08–11:00	Economic value estimation
11:00–11:30	**Coffee break**
11:30–11:45	Economic value estimation (continued)
11:45–12:53	Willingness to pay
12:53–14:00	Workshop

Day 3: Price Structures

09:00–10:08	Segmentation
10:08–11:00	Bundling and tiers
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Bundling and tiers (continued)
11:45–12:53	Psychology
12:53–14:00	Exercise

Day 4: Discounts and Increases

09:00–10:08	Price waterfalls
10:08–11:00	Discount governance
11:00–11:30	**Coffee break**
11:30–11:45	Discount governance (continued)
11:45–12:53	Price increases
12:53–14:00	Simulation

Day 5: Analytics

09:00–10:08	Pricing data
10:08–11:00	Monitoring realisation
11:00–11:30	**Coffee break**
11:30–11:45	Monitoring realisation (continued)
11:45–12:53	Pricing roadmap
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,940.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Cape Town Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,890.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.–**
Dubai Confirmed dates	1 Feb 2027	5 Feb 2027	**£3,150.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,840.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
London Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Paris Confirmed dates	29 Mar 2027	2 Apr 2027	**£2,860.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
Vienna Confirmed dates	10 May 2027	14 May 2027	**£2,940.–**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**£3,150.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,840.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.–**
Istanbul Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,650.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**£3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
London Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Rome Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

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

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online