Strategic Pricing and Revenue Growth Management Training Course



23 - 27 Nov 2026

Milan

5900 € (Per Person)

Ref: #MAR6884_145661

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the critical disciplines of strategic pricing and revenue growth management (RGM). In today's competitive marketplace, the ability to set the right price and manage revenue streams effectively is paramount to achieving sustainable profitability and market leadership. This program moves beyond basic pricing tactics to explore a holistic framework for value creation and capture. Participants will learn to analyze market dynamics, understand customer value perceptions, and develop sophisticated pricing models that align with corporate objectives. Drawing on principles articulated by pricing experts like Thomas Nagle in his seminal work, "The Strategy and Tactics of Pricing," the course emphasizes a value-based approach. BIG BEN Training Center has designed this curriculum to equip professionals with the analytical tools and strategic foresight needed to navigate complex pricing challenges, optimize promotional spending, and manage product mix for maximum return. This journey from foundational concepts to advanced implementation strategies will empower attendees to drive significant revenue growth and enhance their organization's competitive advantage.

Target Audience / This training course is suitable for:

- Pricing Managers and Analysts.
- Revenue Growth Managers.
- Commercial Directors and Managers.
- Marketing Managers and Directors.
- Product and Brand Managers.
- Sales Directors and Key Account Managers.
- Financial Controllers and Business Analysts.
- Strategy and Corporate Planning Professionals.
- Business Owners and Entrepreneurs.

Target Sectors and Industries:

- Fast-Moving Consumer Goods (FMCG).
- Retail and E-commerce.
- Technology and Software as a Service (SaaS).
- Telecommunications and Media.
- Hospitality and Travel.
- Pharmaceuticals and Healthcare.
- Manufacturing and Industrial Goods.
- Financial Services and Banking.
- Governmental and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Marketing Department.
- Sales and Business Development Department.
- Finance and Accounting Department.
- Product Management Department.
- Strategic Planning Department.
- Commercial Operations Department.
- Supply Chain and Operations Department.
- Executive Management.

Course Offerings:

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

- Develop a comprehensive pricing strategy aligned with business goals.
- Analyze customer value drivers and segment markets for targeted pricing.
- Construct and evaluate various pricing models, including cost-plus, competitor-based, and value-based.
- Master the core levers of revenue growth management: pricing, promotion, assortment, and trade terms.
- Conduct price elasticity analysis to forecast demand and revenue changes.
- Implement dynamic and psychological pricing tactics effectively.
- Optimize trade promotion spending for a higher return on investment.
- Design a pricing governance framework to ensure strategic alignment and control.
- Utilize data analytics to make informed pricing and revenue decisions.
- Manage channel pricing complexity and avoid margin erosion.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a professional context. We employ an experiential learning model that blends expert-led instruction with hands-on activities. The course will feature in-depth presentations on core theories and frameworks, supported by real-world case studies from various industries. Participants will engage in collaborative group workshops and business simulations that challenge them to solve complex pricing and revenue management problems. Interactive sessions, facilitated discussions, and peer-to-peer learning are central to the program, encouraging the exchange of ideas and experiences. Practical exercises will focus on data analysis, model building, and strategy formulation. Continuous feedback from the instructor and peers is integrated throughout the five days to foster skill development and reinforce key concepts. This immersive approach guarantees a rich learning experience that bridges the gap between theoretical knowledge and practical application, empowering attendees to become effective pricing and revenue strategists.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Pricing

- The Strategic Role of Pricing in Business.
- Understanding the Relationship Between Price, Cost, and Value.
- Introduction to Revenue Growth Management (RGM) Principles.
- Economic Foundations of Pricing: Supply, Demand, and Elasticity.
- Analyzing the Competitive Pricing Landscape.
- The Psychology of Pricing and Consumer Behavior.
- Ethical and Legal Considerations in Pricing.

Unit Two: Advanced Pricing Models and Strategies

- Cost-Plus vs. Value-Based Pricing Frameworks.
- Developing a Value-Based Pricing Strategy.
- Competitive Positioning and Price Setting.
- Pricing Strategies for New Product Launches: Skimming vs. Penetration.
- Dynamic Pricing and Real-Time Price Adjustments.
- Subscription and Recurring Revenue Models.
- Freemium and Tiered Pricing Structures.

Unit Three: Data Analytics for Pricing and Revenue Optimization

- Customer Segmentation for Effective Pricing.
- Conducting Conjoint Analysis to Determine Customer Value.
- Measuring and Analyzing Price Elasticity of Demand.
- Demand Forecasting Techniques for Revenue Planning.
- Key Performance Indicators (KPIs) for Pricing and RGM.
- Building a Pricing Analytics Capability within the Organization.
- Leveraging Data Visualization for Pricing Insights.

Unit Four: Mastering Revenue Growth Management Levers

- Strategic Price Pack Architecture and Assortment Optimization.
- Managing and Optimizing Promotional Strategies.
- Effective Trade Spend Management and ROI Analysis.
- Managing Pricing Across Different Sales Channels (Omnichannel).
- Identifying and Plugging Sources of Revenue Leakage.
- Techniques for Managing Discounts and Rebates.
- Customer Lifetime Value (CLV) and its Impact on Pricing.

Unit Five: Implementation, Governance, and the Future of Pricing

- Developing a Pricing Implementation Roadmap.
- Establishing a Pricing Governance Structure and a Pricing Committee.
- Managing Price Increases and Communicating Value.
- Change Management for a Successful Pricing Transformation.
- The Role of Technology and AI in Modern Pricing.
- Negotiation Tactics for Sales Teams to Defend Price.
- Creating a Sustainable Culture of Pricing Excellence.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid AI-driven price adjustments, how can a company maintain brand equity and customer trust while pursuing aggressive revenue optimization?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a truly integrated and strategic perspective on pricing and revenue growth management, moving beyond isolated tactics. While many programs focus either on pricing theory or on promotional management, this curriculum holistically combines both disciplines, reflecting how leading companies operate. It bridges the critical gap between setting a price and managing the multiple levers that deliver net revenue growth. The emphasis is placed heavily on data-driven decision-making and the practical application of analytical frameworks, rather than a superficial overview of software tools. Participants will engage with complex, real-world case studies that challenge them to balance profit maximization with long-term strategic goals like market share and customer loyalty. Furthermore, the course dedicates a significant portion to the often-overlooked aspects of implementation, governance, and change management, equipping leaders not just with the knowledge of what to do, but with a clear roadmap on how to embed a culture of pricing excellence within their organization for sustainable competitive advantage.