

Course : Define your pricing strategy and optimize profitability

Practical course - 2d - 14h00 - Ref. TAR

Price : 1280 € E.T.



4,4 / 5

This training course will enable you to acquire the different methods for developing your pricing policy. Based on the marketing positioning of an offer, you will be able to identify all the factors needed to build your pricing strategy in line with your market and the "value" of your prospects and customers.



Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Make the link between product positioning and pricing policy
- ✓ Develop a pricing strategy for a product
- ✓ Take into account all the factors involved in setting a price
- ✓ Monitor, control and adapt pricing policy
- ✓ Knowing the specifics of pricing policy in services
- ✓ Use the most appropriate pricing methods for your business

Intended audience

Sales/marketing managers, product managers, market managers, sales managers, anyone working on positioning and defining a service offering.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Case studies. Calculation exercises and definition of indicators. Each participant develops a pricing strategy adapted to the positioning of their offer.

Course schedule

PARTICIPANTS

Sales/marketing managers, product managers, market managers, sales managers, anyone working on positioning and defining a service offering.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the strategic importance of pricing

- Set strategic priorities: profitability, market share growth, customer satisfaction...
- Adapt your pricing policy to the competitive environment.
- Factor product/service lifecycles into your pricing strategy.

2 Understand the specifics of pricing policies in the service sector

- Specific features of the service offering: legislation, long-term relationships, tunnel effect.
- Optional pricing strategy, Yield management.

Case study

Study of a pricing strategy to smooth demand.

3 Factors to consider when setting prices

- The impact of regulations.
- The structure of production costs.
- The pricing and margin policies of intermediary customers and service providers.
- The concept of price elasticity of demand (associated with perceived value).

Case study

Value chain analysis.

4 The steps used to set the price

- The cost approach.
- The elasticity of demand approach: customer attitudes to price.
- The perceived value approach.
- The competitive approach: alignment, optimal gap...

Case study

Psychological price method.

5 Combine different approaches in your marketing strategy

- The cost approach.
- The elasticity of demand approach.
- The perceived value or psychological price approach.
- The competitive approach: alignment, penetration, skimming.

Exercise

Each participant builds a pricing policy for all or part of his offer: strategic choices and calculation of different options.

6 Monitor and control its pricing policy

- Drawing up dashboards.
- Analysis of results, deviations and causes.
- Suggestions for corrective action.

Hands-on work

Select monitoring and control indicators.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 25 June, 3 Dec.

PARIS LA DÉFENSE

2026 : 25 June, 3 Dec.