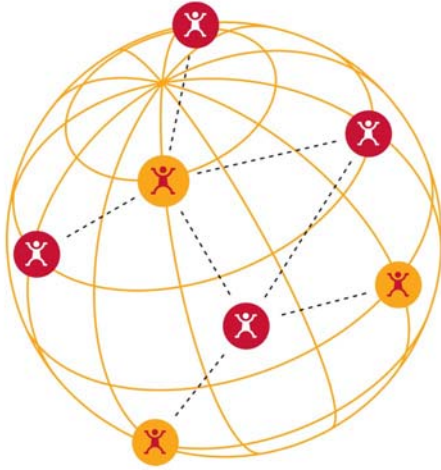


## TRAINING PROGRAM OUTLINE



### MKG-114E PRICING IN TELECOMMUNICATIONS

#### DESCRIPTION

A 5-day Training Program to provide participants with the knowledge, skills and tools to effectively perform product/service pricing activities. Pricing is complex, multi-faceted, and driven by numerous considerations with far-reaching consequences. In addition, price is the only marketing mix variable that is directly related to producing revenue. This Training Program presents useful concepts, models and processes to enable making actual pricing decisions.

#### OBJECTIVES

- Provide participants with an overview of the costing and pricing fundamentals
- Present common methods to determine pricing
- Establish the steps in the pricing process
- Show how to select appropriate objectives for pricing strategies
- Present the issues to consider when establishing a pricing strategy, including the legal and regulatory constraints that can affect pricing decisions



## TOPICS

- Pricing fundamentals
  - Introduction
  - Basic concepts
- Costing
  - Cost allocation
  - What to cost
- Pricing methodologies
  - Introduction
  - Cost-based pricing
  - Competition-based pricing
  - Customer-driven pricing
  - Value-based pricing
- Pricing process
  - The role of pricing
  - Pricing policy
  - Steps to better price setting
- Pricing strategy
  - Introduction
  - Marketing mix
  - Target market behaviour
  - Competition
  - Pricing objective
  - Costs
  - Defining the pricing strategy
- Pricing tactics
  - Putting service pricing strategy into practice
  - Price segmentation
  - Product mix pricing
    - Product line pricing
    - Captive product pricing



- Product bundle pricing
  - Market skimming pricing
  - Market penetration pricing
  - Price adjustments
  - Price changes
- Interconnection pricing
  - Basic pricing approaches
  - Costing methods
- Laws and regulations
  - Ethics and the law
  - Pricing regulation

## TARGET AUDIENCE

- Telecommunications managers and personnel responsible for pricing
- Managers looking to complement their skill-set by gaining a good understanding of pricing in telecommunications

## METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.



## LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at [training@neotelis.com](mailto:training@neotelis.com).

## EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

