



## MKG-114 - Best Practices in Telecom Pricing

### Description

*\*This course is also available as a live distance learning course\**

Pricing is complex, multi-faceted, and driven by numerous considerations with far-reaching consequences. In order to beat competitors, the right pricing is one of the keys to success. In this 5-day Training Course, participants will obtain knowledge and best practices to enable them to define appropriate strategies and make real pricing decisions.

### Learning Outcomes

At the end of the course, participants will be able to:

- Review essential costing and pricing fundamentals
- Analyze common methods of developing pricing
- Learn the steps in an effective pricing process
- Understand how to set appropriate objectives for pricing
- Analyze the issues to consider when establishing a pricing strategy, including the legal and regulatory constraints that can affect pricing decisions

### Topics

The Training Course covers the following topics:

#### **DAY 1**

- Global and competitive telecommunications environment
  - Market evolution and trends
  - New telecom players
  - New services and offers
  - Challenges, impacts and opportunities for operators and regulators
  - Impacts of the environment on pricing

- Pricing fundamentals
  - Introduction
  - Fundamental concepts
  - The role of pricing
  - Types of pricing
- Pricing methodologies
  - Cost-based
  - Competition-based
  - Customer-driven
  - Value-based
- *Workshop – Identifying appropriate pricing methodologies different products and services*

## DAY 2

- Pricing pyramid
  - The Strategic Pricing Pyramid
  - Value creation
  - Price structure
  - Price and value communication
  - Pricing policy
  - Price level
- Pricing process
  - The role of pricing
  - Steps to better price setting
  - Best practices
- *Workshop – Pricing process*

## DAY 3

- Pricing strategy (part 1)
  - Target market behaviour
    - Price segmentation
    - Price sensitivity
    - Economic value
    - Long -term value
  - Marketing mix
  - Competition
  - Price positioning
  - Costs
    - Fundamental cost concepts
    - Optimal price
    - Pricing floor
    - Cost allocation
    - What to cost
  - Pricing objectives

- Defining the pricing strategy
  - New product intro, existing products, the customer base
- Best practices
- *Workshop - Defining price positioning*

## **DAY 4**

- *Workshop - Identifying pricing objectives*
- *Workshop - Defining pricing strategies*
- Pricing tactics
  - Putting service pricing strategy into practice
  - Price changes
  - Optimizing costs
- *Workshop - Price positioning review*
- *Workshop - Costing and pricing*
- Pricing law and regulations
- Wholesale pricing

## **DAY 5**

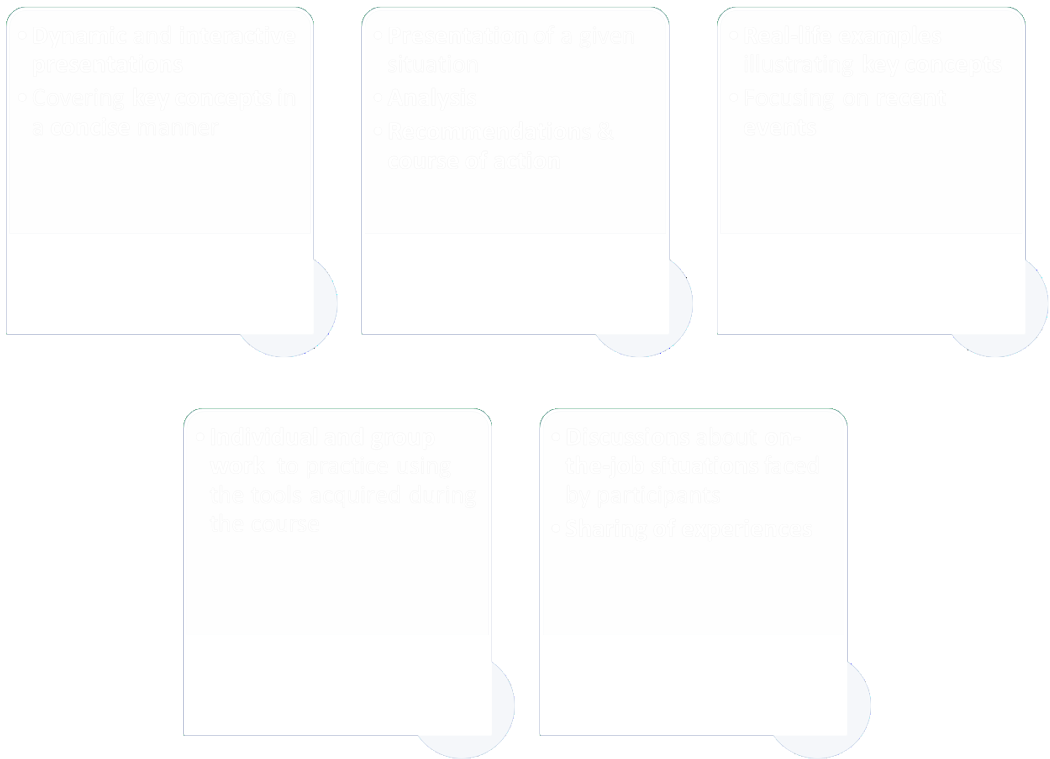
- Business case
  - Purpose
  - Development and preparation
  - Annex 5-1: Additional Information on Business Case
- *Workshop - Developing a Business Case*
- Financial analysis for pricing
  - Revenues
  - Costs
  - Sensitivity analysis
  - Key Performance Indicators (KPIs)
- *Workshop - Pricing recommendations*
- *Case study - War Room*

## 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

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



# Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for more information and a Proposal.

**About Neotelis**

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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