

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

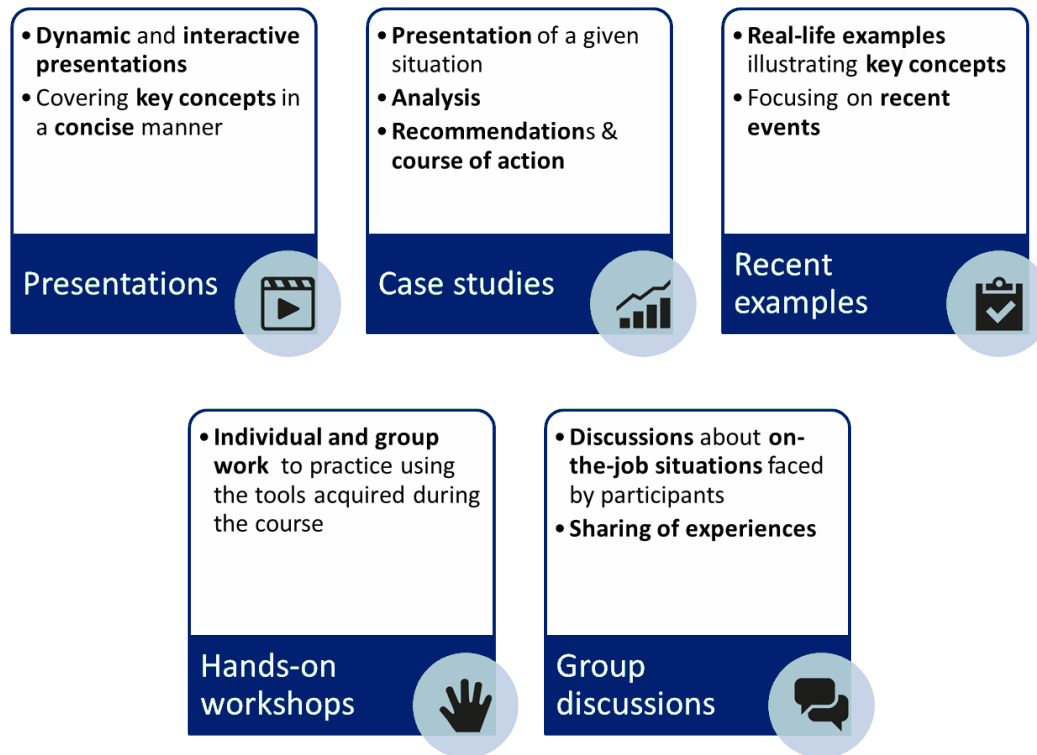
- Business case
 - Purpose
 - Development and preparation
 - Annex 5-1: Additional Information on Business Case
- *Workshop - Developing a Business Case*
- Financial analysis for pricing
 - Revenues
 - Costs
 - Sensitivity analysis
 - Key Performance Indicators (KPIs)
- *Workshop - Pricing recommendations*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