



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Pricing Strategy and Revenue Management

3 day course

Classroom, online or in-house

Course overview

Price is the fastest lever on profit and the one most organisations set by adding a margin to cost, which ignores what the customer is willing to pay and what competitors are doing. This course covers setting it deliberately. Delegates work through cost, competitor and value based approaches and when each applies, willingness to pay and the research that estimates it, and price structure including tiers, bundles and the options that shape a choice. Discounting is addressed directly, since discretionary discount usually costs more margin than any competitor. Price increases and how to implement one without losing the account are covered. Segment and channel pricing follow. The course closes on measuring price performance and on the legal limits around pricing conduct.

What you will learn

- Apply cost, competitor and value based pricing appropriately
- Estimate willingness to pay through structured research
- Design price structures using tiers, bundles and options
- Control discretionary discounting and quantify what it costs
- Implement a price increase without losing the account
- Price differently across segments and channels defensibly
- Measure price performance and stay within legal limits

Who should attend

- Pricing and revenue managers
- Sales leaders authorising discounts
- Product and commercial managers
- Finance staff analysing margin
- Business owners setting their own prices

Course outline

- 01 Cost plus a margin, ignoring the customer
- 02 Cost, competitor and value based approaches
- 03 Willingness to pay and how to estimate it
- 04 Price structure, tiers and bundles
- 05 Discounting and its real cost
- 06 Implementing a price increase
- 07 Segment and channel pricing
- 08 Measuring performance and legal limits

Upcoming dates

Dates	Venue	Format	Fee per delegate
18 to 20 November 2026	Lusaka, Zambia	Classroom	USD 995
25 to 27 November 2026	Pretoria, South Africa	Classroom	R14,950
2 to 4 December 2026	Harare, Zimbabwe	Classroom	USD 995
6 to 8 January 2027	Online	Online	R6,500



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afiscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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