MKG-114 - Meilleures pratiques en tarification télécom

Description

Note : Le descriptif de cette formation n'est actuellement disponible qu'en anglais. Nous pouvons toutefois offrir la formation en français sur demande. Veuillez nous contacter à training@neotelis.com

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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*

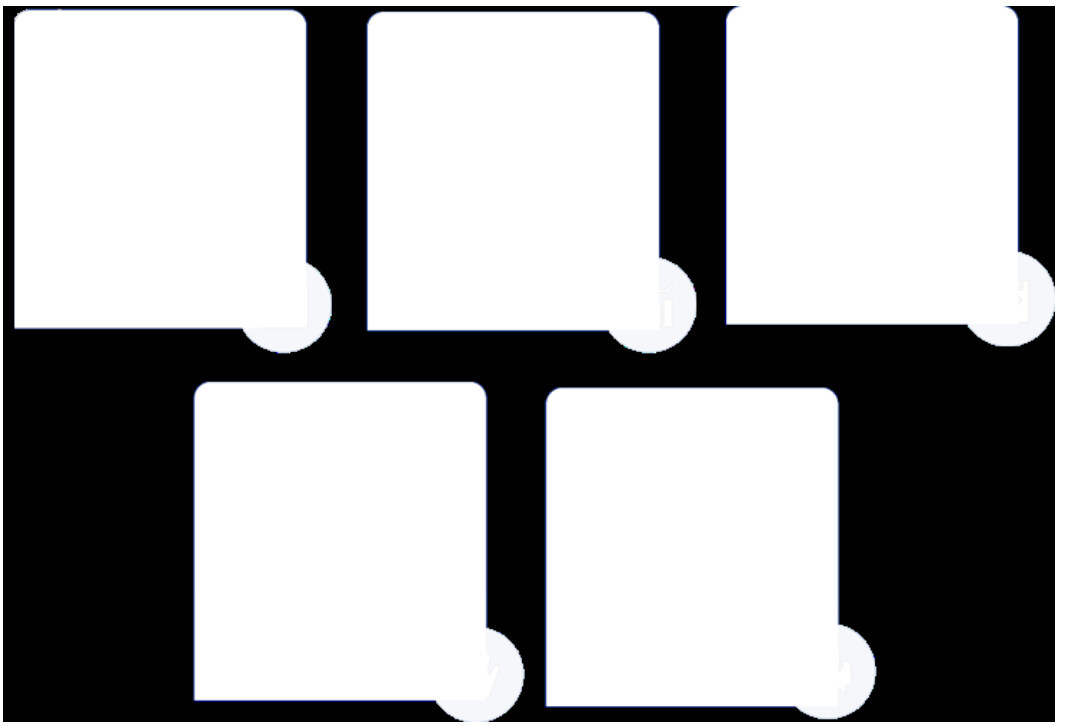
Target audience

- Telecommunications managers and personnel responsible for pricing

- Managers looking to complement their skill-set by gaining a good understanding of pricing in telecommunications

Méthodologie

Une combinaison d'activités pratiques et de présentations interactives pour favoriser et optimiser l'apprentissage :



Lieu

Certaines formations de Neotelis sont organisées dans différentes villes à travers le monde. Veuillez nous contacter à training@neotelis.com pour obtenir le Calendrier annuel de formation.



Neotelis peut également livrer des sessions de formation en intra-entreprise, spécialement pour votre organisation. Veuillez nous contacter à training@neotelis.com pour de plus amples informations et pour obtenir une Proposition.

À propos de Neotelis

Neotelis fournit des services de formation, de conseil ainsi que des conférences et des publications à l'industrie mondiale des télécommunications. Son équipe d'experts seniors a formé des milliers de dirigeants et gestionnaires travaillant pour des opérateurs, des régulateurs et des gouvernements dans plus de 120 pays à travers le monde.

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