

Market Value Pricing™

COURSE DESCRIPTION

Market-Value Pricing™ (MVP) - This one-day advanced seminar provides attendees with the knowledge, skills and tools to effectively contribute to product pricing activities.

Pricing is immensely complex, multi-varied, and driven by numerous conjoint considerations with far reaching consequences. In addition, price is the only marketing mix variable that is directly related to producing revenue. This seminar delineates useful concepts, models and processes that aid the making of actual pricing decisions.

COURSE SYLLABUS

I. Pricing Fundamentals

- Pricing Definitions
- Value Concept
- Price Competition
- Price Psychology
- Market Equilibrium
- Markets and Buyers
- Product Life Cycle Model

II. PMTK MVP Model

- Knowledge Prerequisites
- PMTK MVP Model
- Pricing Scheme
- Pricing Objectives
- Pricing Strategies
- Derived Price
- Pricing Tactics
- Introduction Stage

- Growth Stage
- Maturity and Decline Stages
- Pricing Formula
- Price Mix

III. Expansive Pricing

IV. Laws and Regulation

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