# Advanced Telecom Pricing Strategic

8 – 12 February 2027
Lisbon (Portugal)



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## Introduction

What is Telecom Pricing Strategy?
In today's dynamic telecommunications industry, effective telecom pricing strategies are essential for enhancing market competitiveness and driving profitability. The "Advanced Telecom Pricing Strategies" course is a comprehensive, forward-looking program designed to explore the intricacies of telecom pricing models. Participants will explore innovative techniques, advanced financial analysis, and emerging trends in the sector, equipping themselves with the tools to excel in this rapidly evolving field.

This course aims to empower telecom professionals with insights into telecom market analysis, telecom revenue management, and dynamic pricing strategies. By mastering these concepts, participants will be better prepared to navigate the complexities of pricing decisions in the telecom domain.

## Course Objectives

By the end of this course, participants will be able to:

- Master Dynamic Pricing Strategies: Understand the importance of telecom pricing strategies in adapting to market fluctuations.
- Implement Value-Based Pricing: Learn how to create pricing models that reflect the value delivered to customers.
- Optimize Market Segmentation: Develop skills in telecom data analysis for effective market segmentation and targeted pricing.
- Conduct Competitive Pricing Analysis: Fine-tune pricing strategies through comprehensive telecom market analysis.
- Utilize Price Optimization Techniques: Explore advanced techniques to identify the optimal price point that maximizes customer satisfaction and profitability.
- Apply Advanced Costing Models: Gain proficiency in advanced costing methods such as ABC, LRIC, and FAC to determine the true cost of providing telecom services.
- Conduct Advanced Financial Analysis: Utilize key financial metrics such as ROI, NPV, and IRR to evaluate pricing strategies accurately.
- Hone Negotiation Skills: Develop advanced negotiation techniques for managing pricing discussions with stakeholders, clients, and partners.
- Strategically Build Customer Relationships: Learn how to establish long-term customer relationships through pricing strategies that align with business objectives.



## Course Outlines

### Day 1: Advanced Telecom Pricing Strategies

- Understanding dynamic pricing strategies in the telecom industry.
- Implementing value-based pricing for telecom services.
- Exploring advanced market segmentation for targeted telecom pricing.
- Conducting competitive pricing analysis in telecom.
- Pricing strategies for high-margin telecom services.
- Techniques for telecom price optimization.

### Day 2: Cost Modeling and Financial Analysis in Telecom

- Advanced costing techniques for telecom services ABC, LRIC, FAC.
- Cost allocation and advanced cost modeling in telecom.
- Utilizing advanced financial metrics for telecom ROI, NPV, IRR.
- Performing sensitivity analysis for pricing decisions.
- Pricing multi-service telecom bundles.
- Advanced financial analysis in telecom pricing.

### Day 3: Advanced Pricing Models for Telecom

- Exploring telecom price discrimination strategies.
- Making data-driven pricing decisions in telecom.
- Implementing advanced subscription pricing models.
- Telecom network pricing and optimization.
- Developing advanced pricing models for broadband and NGN services.
- Managing pricing in multi-product telecom portfolios.

### Day 4: Negotiation and Stakeholder Management in Telecom Pricing

- Advanced negotiation strategies for telecom pricing.
- Managing complex pricing negotiations.
- Handling price objections and resistance in telecom.
- Strategic negotiations with partners and clients in telecom.
- Building long-term customer relationships in the telecom sector.



### Day 5: Emerging Trends and Innovation in Telecom Pricing

- Advanced telecom pricing tools and software.
- Applications of AI and machine learning in telecom pricing.
- Exploring blockchain and cryptocurrency in telecom pricing.
- Understanding sustainability and ethical pricing in telecom.
- Ensuring regulatory compliance in telecom pricing e.g., GDPR, price transparency.
- Reviewing industry-specific advanced telecom pricing trends.

## Why Attend this Course: Wins & Losses!

- Master Telecom Pricing Strategies: Learn the significance of dynamic pricing strategies in telecom to adapt to market changes effectively.
- Value-Based Pricing: Create pricing models that reflect the value delivered to customers, ensuring sustained business growth.
- Strengthen Financial Analysis: Apply advanced telecom financial analysis techniques to evaluate pricing decisions and maximize profits.
- Stay Ahead with Telecom Innovations: Explore emerging trends and new technologies, such as AI, machine learning, and blockchain, to innovate telecom pricing.

## Conclusion

By completing this course, participants will gain a deep understanding of telecom pricing strategies and how to leverage them to succeed in the global telecom market. They will be well-equipped to tackle challenges in telecom billing, innovate within telecom financial services, and apply advanced telecom financial analysis techniques in pricing decisions.

**Whether you're seeking to enhance your skills or gain insights into telecom innovations, this course will provide the tools and knowledge necessary to excel in the ever-evolving telecom industry.**

