

Advanced Telecom Pricing Strategic

Malaga (Spain)

2 - 6 December 2024

UK Traininig

PARTNER



Advanced Telecom Pricing Strategic

Code: HR28 From: 2 - 6 December 2024 City: Malaga (Spain) Fees: 4400 Pound

Introduction

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

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 can better navigate the complexities of pricing decisions in the telecommunications domain.

Course Objectives

- Master Dynamic Pricing Strategies: Understand the significance 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 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 both 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 like ROI, NPV, and IRR for precise evaluation of pricing strategies.
- Hone Negotiation Skills: Develop advanced negotiation techniques to manage 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 Segmentation for targeted telecom pricing

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- 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
- Analyzing 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

By the end of this course, participants will have a robust understanding of telecom pricing strategies and how they drive business success in the global telecom market. They will be well-equipped to tackle the challenges of telecom billing, innovate within telecom financial services, and apply advanced telecom financial analysis techniques. Whether you're looking to enhance your skills or gain insights into telecom innovations, this course will provide the tools and knowledge necessary for success in the telecommunications industry.

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 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

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