

Advanced Telecom Pricing Strategic

Kuala Lumpur (Malaysia)

16 - 20 December 2024

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Advanced Telecom Pricing Strategic

Code: HR28 From: 16 - 20 December 2024 City: Kuala Lumpur (Malaysia) Fees: 3900 Pound

Introduction :

In today's dynamic telecommunications industry, pricing strategies play a pivotal role in shaping market competitiveness and profitability. The "Advanced Telecom Pricing Strategies" course is a comprehensive and forward-looking program that delves into the intricacies of telecom pricing, exploring innovative techniques, advanced financial analysis, emerging trends, and negotiation strategies. Participants will gain insights into dynamic pricing, value-based strategies, cost modeling, and the evolving landscape of telecom pricing, equipping them to excel in this ever-evolving sector.

Course Objectives of Advanced Telecom Pricing Strategies :

- Master Dynamic Pricing Strategies
- Implement Value-Based Pricing
- Optimize Segmentation:
- Conduct Competitive Pricing Analysis: Develop skills in competitive analysis to fine-tune pricing strategies and remain competitive in the telecom market.
- Utilize Price Optimization Techniques: Explore advanced price optimization techniques to find the sweet spot between customer acceptance and profitability.
- Apply Advanced Costing Models: Master advanced costing methods ABC, LRIC, FAC to understand the true cost of providing telecom services, facilitating informed pricing decisions.
- Conduct Advanced Financial Analysis: Gain proficiency in advanced financial metrics ROI, NPV, IRR, allowing for more precise financial evaluation of pricing strategies.
- Hone Negotiation Skills: Develop advanced negotiation skills to navigate complex pricing negotiations with stakeholders, clients, and partners.
- Strategically Build Customer Relationships: Learn to build long-term customer relationships through pricing strategies that balance customer satisfaction with business objectives.

Course Outlines

Day 1

Advanced Telecom Pricing Strategies

- Dynamic Pricing Strategies in the Telecom Industry

A chessboard with several pieces, including a king, a queen, and a pawn, set against a background of concentric circles.

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- Value-Based Pricing for Telecom Services
- Advanced Segmentation for Targeted Telecom Pricing
- Competitive Pricing Analysis in Telecom
- Pricing for High Margin Telecom Services
- Telecom Price Optimization Techniques

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
- Advanced Financial Metrics for Telecom ROI, NPV, IRR
- Sensitivity Analysis for Telecom Pricing Decisions
- Pricing Multi-Service Telecom Bundles
- Advanced Financial Analysis in Telecom Pricing

Day 3

Advanced Pricing Models for Telecom

- Telecom Price Discrimination Strategies
- Data-Driven Pricing Decisions in Telecom
- Advanced Telecom Subscription Pricing Models
- Telecom Network Pricing and Optimization
- Advanced Pricing Models for Broadband and NGN Services
- Pricing in Multi-Product Telecom Portfolios

Day 4

Negotiation and Stakeholder Management in Telecom Pricing

- Advanced Negotiation Strategies for Telecom Pricing
- Managing Complex Telecom Pricing Negotiations
- Handling Price Objections and Resistance in Telecom
- Strategic Partner and Client Negotiations in Telecom
- Building Long-Term Customer Relationships in Telecom

Day 5

Emerging Trends and Innovation in Telecom Pricing

- Advanced Telecom Pricing Tools and Software
- AI and Machine Learning Applications in Telecom Pricing
- Blockchain and Cryptocurrency in Telecom Pricing
- Sustainability and Ethical Pricing in Telecom
- Regulatory Compliance in Telecom Pricing e.g., GDPR, Price Transparency
- Review of Industry-Specific Advanced Telecom Pricing Trends

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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

 +44 7401 1773 35
+44 7480 775526

 training@blackbird-training.com

 www.blackbird-training.com

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