

PRICING STRATEGIES - CAPTURING AND SUSTAINING A COMPETITIVE ADVANTAGE

Pricing Strategies - Capturing and Sustaining a Competitive Advantage

Seminar #5109

Overview

Take the mystery out of competitive pricing and maximize your product or service's sales potential. At this seminar, you'll gain unique tools and proven tactics to better assess your current pricing position and develop a pricing strategy that will increase your company's 'wallet share' and long-term customer loyalty.

Credits**Schedule**

We're sorry but this seminar is no longer available as an open enrollment seminar, but it can be delivered at your site. Please consider these alternative solutions to your development needs:

- [Explore AMA's other offerings.](#)
- Call 1-877-566-9441 to speak to a sales representative about bringing this or a similar seminar to your workplace.
- [Request a copy of AMAs most recent seminar catalog.](#)

How You Will Benefit

- Develop pricing strategies using an actual proven process—rather than guesswork or ad hoc approaches
- Align your pricing strategies to corporate goals and objectives
- Identify what customers truly value—and are willing to pay for
- Optimize pricing throughout your customer base by segmenting your market
- Avoid the most common pricing errors that companies make
- Build a competitive pricing model into your organizational structure

What You Will Cover

- Pricing strategies in competitive markets
- Market research: key to pinpointing customers' evaluations of suppliers' product quality, service level and overall value
- How to conduct a competitive pricing analysis
- How to create a competitive advantage to enhance pricing opportunities
- Case study: the case of the pricing predicament
- How to successfully implement new pricing strategies and tactics

Who Should Attend

Marketing and product managers and executives at all levels—as well as financial managers involved in pricing strategies, sales and customer service managers and senior management (presidents, vice presidents and senior vice presidents, COOs and others).

Ways to Register

- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)