Managing Revenue & Setting the Fundamentals of Pricing Strategy

15 - 19 Sep 2025
Barcelona

AGILE LEADERS
Training Center

Managing Revenue & Setting the Fundamentals of Pricing Strategy

Ref.: 36272_20470 **Date:** 15 - 19 Sep 2025 **Location:** Barcelona **Fees:** 5700 **Euro**

Course Overview:

This course offers a complete and engaging approach to mastering revenue management principles and pricing strategy development. Participants will delve into advanced revenue management processes, exploring strategic pricing methods, value-based pricing strategies, and business pricing strategies. This course will enhance participants' abilities to apply effective revenue management techniques, understand the fundamentals of revenue management, and utilize key pricing KPIs. Through demand forecasting techniques, forecasting methods for business, and the importance of forecasting in revenue management, participants will gain the tools necessary for accurate predictions and improved decision-making. Inventory allocation strategies and capacity control techniques will also be covered to optimize resources and maximize profitability.

Target Audience:

- Marketing and sales department heads and managers B2B and B2C
- Business professionals seeking to enhance their revenue management skills
- Business owners and entrepreneurs starting a business

Targeted Organizational Departments:

- Marketing
- Sales
- Finance
- Business Development
- Operations

Targeted Industries:

- Retail
- Hospitality
- Airlines
- E-commerce
- Manufacturing

Course Offerings:

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

- Understand and apply revenue management principles
- Develop and implement effective revenue management strategies
- Utilize key pricing KPIs to guide pricing decisions
- Apply demand forecasting techniques to predict future demand
- Develop strategic pricing methods tailored to various business models
- Optimize inventory allocation and implement capacity control techniques

Training Methodology:

This course employs a variety of interactive training methodologies designed to enhance learning and practical application. Participants will engage in case studies, group work, and interactive sessions, allowing them to apply revenue management principles and pricing strategy development in real-world scenarios. Feedback sessions will provide participants with personalized insights and improvements. The course also includes hands-on activities to reinforce learning and ensure participants can effectively utilize the techniques covered.

Course Toolbox:

- complete workbooks
- Industry-specific case studies
- Online resources and reading materials
- Checklists and templates for practical application

Course Agenda:

Day 1: Introduction to Revenue Management

- **Topic 1:** Definition and a Brief History of Revenue Management
- **Topic 2:** Objectives, Principles, and Elements of Revenue Management
- **Topic 3:** Necessary Conditions for Revenue Management
- **Topic 4:** Revenue Management vs. Yield Management
- **Topic 5:** The Importance of Revenue Management
- **Topic 6:** Revenue Management Terms and Performance Indicators
- **Reflection & Review:** Overview of Key Concepts and Principles

Day 2: Strategic Pricing Methods

- **Topic 1:** Introduction to Pricing Strategies
- **Topic 2:** Business Foundations for Successful Pricing Strategies
- **Topic 3:** Pricing - Perspectives from Different Industries
- **Topic 4:** Value-Based Pricing Techniques
- **Topic 5:** Types of Pricing Strategies
- **Topic 6:** Key KPIs Behind Pricing Strategies
- **Reflection & Review:** Applying Pricing Strategies in Different Industries

Day 3: Demand Forecasting Techniques

- **Topic 1:** The Economics of Revenue Management
- **Topic 2:** Demand Management: Unconstrained vs. Constrained Demand
- **Topic 3:** All About Forecasting: Importance and Methods
- **Topic 4:** Booking Curve and Pickup Forecasting
- **Topic 5:** Error Measurement in Forecasting
- **Topic 6:** Useful Forecasting Tips
- **Reflection & Review:** Evaluating Forecasting Methods and Their Applications

Day 4: Inventory Allocation and Capacity Control

- **Topic 1:** Basics of Inventory Allocation
- **Topic 2:** Expected Marginal Revenue
- **Topic 3:** Implementing a Nested Reservation System
- **Topic 4:** Protected Level vs. Booking Limit
- **Topic 5:** Group Management in Inventory Allocation
- **Topic 6:** Policies Concerning Overbooking
- **Reflection & Review:** Practical Applications of Inventory Management

Day 5: Advanced Revenue Management Strategies

- **Topic 1:** Integrating Data Sources for Revenue Management
- **Topic 2:** Advanced Analytical Techniques in Revenue Management
- **Topic 3:** Implementing a Revenue Management System
- **Topic 4:** Features of an Effective Revenue Management System
- **Topic 5:** Revenue Management Data Sources, Analytics, and Visualization
- **Topic 6:** Key Trends in Revenue Management for Different Businesses
- **Reflection & Review:** Synthesizing Learning and Planning for Implementation

How This Course is Different from Other Revenue Management Courses:

The course stands out by offering a holistic approach to revenue management and pricing strategy. Unlike other courses, it integrates advanced forecasting methods with practical inventory management techniques. The course provides hands-on experience with real-world case studies, ensuring participants can apply what they learn directly to their businesses. Additionally, it covers a wide range of industries, making it versatile and applicable to various business models. The complete toolbox provided equips participants with all the necessary resources to succeed in implementing effective revenue management and pricing strategies.

Training Course Categories

Finance and Accounting Training Courses

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Training Course Categories

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Oil & Gas Training and Other Technical Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses

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Zoom - Online Training

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.

AGILE LEADERS
Training Center

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