# Cost Control, Revenue Management and Margin Optimisation Training Course

19 – 23 July 2027
Vienna

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Training Center

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**Ref:** 1089_180373 **Date:** 19 – 23 July 2027 **Location:** Vienna **Fees:** 5700 Euro

## Overview

Cost Control, Revenue Management and Margin Optimisation Training Course is a one-week advanced course for finance, cost, revenue, commercial, and FP&A professionals, who leave with an Integrated Margin Performance Pack. Participants connect cost behaviour, profitability evidence, pricing choices, demand forecasts, revenue controls, and corrective actions so that commercial decisions protect both income and margin. Agile Leaders Training Center develops integrated cost and revenue management capability.

## Who Should Attend

- Finance leaders responsible for margin, planning, and performance decisions
- Management accounting teams designing cost models and variance controls
- Revenue teams forecasting demand and managing pricing decisions
- Commercial managers balancing volume, price, mix, and profitability
- FP&A professionals connecting operating drivers with financial outcomes

The course assumes participants already interpret management accounts and operational data, and it leaves out introductory bookkeeping, hospitality-only yield systems, and project cost control.

## Departments and Industries

The course supports functions and sectors where cost-to-serve, demand, pricing, and capacity decisions shape enterprise margins.

- Finance, FP&A, management accounting, and business partnering
- Commercial, pricing, revenue, sales operations, and strategy
- Manufacturing, distribution, retail, and consumer services
- Technology, telecommunications, transport, and professional services
- Healthcare, utilities, asset-intensive operations, and shared services

## Learning Objectives

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

- Analyze cost behaviour, capacity, and cost-to-serve drivers
- Build product, customer, and channel profitability views
- Evaluate pricing choices using contribution and demand evidence
- Use revenue forecasts and variance bridges to diagnose performance
- Prioritize margin actions through controls and decision rights
- Build an Integrated Margin Performance Pack

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## Course Agenda

### Day 1: Cost and Revenue Economics

- Enterprise Margin Value Driver Map
- Fixed, Variable, Step, and Mixed Cost Patterns
- Contribution Margin and Break-Even Logic
- Capacity Cost and Utilisation Analysis
- Cost and Revenue Data Quality Controls

### Day 2: Profitability and Cost-to-Serve

- Product and Service Profitability Model
- Customer and Channel Cost-to-Serve Map
- Activity and Resource Driver Assignment
- Volume, Mix, Price, and Cost Bridge
- Profitability Threshold and Exception Rules

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## Day 3: Pricing and Revenue Decisions

- Cost-Based and Market-Based Pricing Architecture
- Price Elasticity and Demand Response Scenarios
- Segmented Pricing and Offer Guardrails
- Marginal Revenue and Marginal Cost Decisions
- Discount, Rebate, and Leakage Control

## Day 4: Forecasting, Control and Governance

- Demand and Revenue Driver Forecast
- Revenue Target and KPI Cascade
- Cost, Revenue, and Margin Variance Bridge
- Pricing Decision Rights and Approval Matrix
- Corrective Action and Escalation Tracker

## Day 5: Integrated Margin Optimisation Practice

- Exercise: Diagnose a Cost-to-Serve Distortion
- Exercise: Compare Pricing and Demand Scenarios
- Exercise: Reconcile Revenue and Margin Variances
- Exercise: Prioritize Cross-Functional Margin Actions
- Capstone Exercise: Integrated Margin Performance Pack

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## Practical Exercises

Suggested activities connect cost evidence, customer economics, demand signals, pricing decisions, and governance.

- Suggested activity: construct a product, customer, and channel profitability view from operating drivers
- Suggested activity: test pricing choices against contribution, demand response, and capacity constraints
- Suggested activity: explain price, volume, mix, and cost effects through a margin bridge
- Suggested activity: assign decision rights, thresholds, actions, owners, and escalation points

## FAQs

### Who suits cost control and revenue management training, and what does it assume?

Finance, cost, revenue, commercial, and FP&A professionals suit the training. It assumes they can interpret management accounts and operational performance data.

### How does integrated margin optimisation differ from budgeting training?

Integrated margin optimisation uses live cost, demand, price, mix, and profitability evidence to guide commercial action; budgeting training primarily organizes plans, resources, approvals, and accountability for a defined period.

### What is cost-to-serve analysis in revenue management?

Cost-to-serve analysis assigns the resources consumed by products, customers, channels, and service conditions so revenue decisions reflect the margin produced after differentiated delivery costs.

### How do price, volume, and mix affect margin performance?

Price changes alter unit revenue, volume changes affect contribution and capacity use, and mix changes shift the share of higher- or lower-margin business. A margin bridge separates these effects.

### Why does revenue governance matter for margin optimisation?

Revenue governance defines decision rights, thresholds, evidence, approvals, monitoring, and escalation so pricing or commercial actions remain consistent with margin objectives.

## Conclusion

Participants take back an Integrated Margin Performance Pack containing driver maps, profitability views, cost-to-serve analysis, pricing scenarios, revenue forecasts, variance bridges, controls, and action trackers. The pack links finance and commercial teams around common evidence. It supports disciplined decisions that balance growth, service, capacity, and margin.