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COURSE BROCHURE

# Non-Price Growth Strategy and Offer Redesign Training Course

18 – 22 July 2027
Doha

# Non-Price Growth Strategy and Offer Redesign Training Course

**Ref:** 3115_118274 **Date:** 18 – 22 July 2027 **Location:** Doha **Fees:** 5500 GBP

Non-Price Growth Strategy and Offer Redesign is a 1-week training course for commercial and marketing managers who must lift revenue without cutting list prices, and who leave with a Non-Price Growth Plan for one product line. Margin erosion from habitual discounting, buyers who compare offers in seconds and rising service expectations make offer design a board-level growth lever. Jupiter Prime Training runs this non-price growth strategy course.

## Why Non-Price Growth Strategy Matters Now

Three forces shape this subject today. Buyers research online before speaking to a seller, so a weak offer is filtered out before price is ever discussed. Competitors copy features quickly, which pushes many firms into a cycle of promotions that trains customers to wait for the next deal. Finance leaders, meanwhile, watch contribution margin closely and question every concession. Organisations that redesign what they sell, how it is packaged and where it reaches the buyer protect margin and win loyalty; those that rely on discounts give value away and struggle to recover it later.

## Who Gains Most from Non-Price Growth Strategy

- Managers accountable for a product or service line and its contribution margin
- Marketing leads who shape propositions, messaging and launch decisions
- Commercial heads who approve concessions, rebates and promotional calendars
- Channel and partner managers who choose routes to market and partner terms
- Customer experience leads who own renewal, churn and loyalty initiatives

The strongest results come when a cross-functional commercial group, with marketing, sales and finance members from one business unit, attends together and agrees a single offer roadmap.

## Non-Price Growth Strategy Capabilities

Participants move from reacting to price pressure towards building offers that customers choose for reasons other than cost.

- Map the jobs, pains and gains of a target segment — proposition priorities for marketing leads
- Design good, better and best tiers with clear fences — packaging approval by commercial heads
- Build service bundles that raise perceived worth — margin targets agreed with finance
- Weigh direct, partner and digital routes to market — channel investment decisions
- Calculate the margin cost of a discount against a non-price alternative — concession policy
- Specify renewal and loyalty triggers for existing customers — churn reduction goals

## Key Non-Price Growth Strategy Terms

- Value map — A visual comparison of how customers rate an offer and its rivals on the attributes they care about most.
- Offer architecture — The structure of tiers, options and add-ons that a business presents to a buyer for one need.
- Service bundle — A package that joins a core product with services such as support, training or upkeep under one offer.
- Price fence — A rule, such as volume, timing or feature access, that separates one offer tier from another.
- Discount leakage — Revenue lost through unplanned concessions, rebates and promotions between list price and net income.
- Customer lifetime worth — The total contribution a customer is expected to generate across the whole relationship.

## Non-Price Growth Strategy Day by Day

### Day 1: The Cost of Competing on Price

- Discount Leakage Waterfall — Where List Price Turns Into Lost Margin
- Promotion Habit Diagnosis — Which Offers Train Customers to Wait
- Buyer Switching Drivers — Reasons Customers Leave Beyond Cost
- Competitor Offer Teardown — Gaps a Rival Leaves Unserved
- Growth Option Inventory — Levers Available Besides Lowering Price

### Day 2: Customer Value Mapping

- Jobs, Pains and Gains Canvas — Segment Needs Worth Designing For
- Attribute Importance Ranking — What Buyers Weigh Most Heavily
- Value Map Against Rivals — Where the Offer Leads or Trails
- Perceived Worth Interviews — Evidence From Real Purchasers
- Segment Priority Grid — Which Customer Group to Serve First

### Day 3: Offer Redesign and Bundling

- Good, Better, Best Tiering — Packaging Choices for Each Segment
- Price Fence Design — Rules That Keep Tiers Distinct
- Service Bundle Construction — Add-Ons That Lift Perceived Worth
- Unbundling Tests — When Separate Options Serve Buyers Better
- Offer Margin Model — Contribution Impact of Each Package

### Day 4: Channels and Retention

- Route to Market Comparison — Direct, Partner and Digital Trade-Offs
- Partner Terms Beyond Rebates — Incentives That Protect Margin
- Renewal Trigger Mapping — Moments That Decide Whether Customers Stay
- Loyalty Reward Design — Benefits That Cost Less Than Discounts
- Customer Lifetime Worth Estimate — Retention Spend Each Segment Justifies

## Day 5: Practising the Non-Price Growth Plan

- Value Map Refresh — Segment Choice Confirmed for the Plan
- Tier and Bundle Selection — Offer Structure Taken to Market
- Channel and Retention Mix — Investment Split Across Routes
- Concession Policy Draft — Approval Rules for Future Discounts
- Non-Price Growth Plan — Roadmap Presented to Commercial Leadership

## Applying Non-Price Growth Strategy After the Course

- Run a discount leakage waterfall on last quarter's sales of one product line and share the results with finance
- Test a good, better and best tier structure with five existing customers and record which tier each would choose

## Non-Price Growth Strategy Questions FAQ

### What is non-price growth strategy and why does it matter now?

Non-price growth strategy is the practice of raising revenue through better offers, bundles, channels and retention instead of discounts. It matters now because buyers compare quickly, rivals copy features and margins cannot absorb repeated promotions.

### Which roles gain most from non-price growth strategy training?

Commercial and marketing managers who own a product line, approve concessions or shape propositions gain most. Channel managers and customer experience leads also benefit.

### How does non-price growth strategy differ from a pricing course?

A pricing course sets price levels and price structures; this subject changes what is sold around the price. You work on value maps, tiers, bundles, routes to market and loyalty design, keeping list price stable while lifting contribution.

### What do you bring back from non-price growth strategy training?

You bring back a Non-Price Growth Plan for one product line. It contains a segment value map, a tier and bundle structure, a channel and retention mix and a concession policy ready for leadership review.

## Non-Price Growth Strategy: The Way Forward

The Non-Price Growth Plan first informs whether a product line keeps its promotional calendar or moves to tiered offers and service bundles. Marketing leads, commercial heads and finance partners use it to agree concession rules and channel spend. After its first quarter in use, revisit the value map with fresh customer interviews, because buyer priorities shift as rivals respond.