JUPITER PRIME
Consulting • Training • Advisory
جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

# Product Pricing and Margin Analysis Training Course

1 – 5 March 2027
Milan

**jupiterprime.uk**
info@jupiterprime.uk
Registered in the United Kingdom and Saudi Arabia

# Product Pricing and Margin Analysis Training Course

**Ref:** 2124_78315 **Date:** 1 – 5 March 2027 **Location:** Milan **Fees:** 6200 GBP

Product Pricing and Margin Analysis is a 1-week training course for finance and commercial analysts who set list prices and track what each sale contributes, built around a product line pricing and margin model. Input costs move faster than price lists, and sales teams grant discounts that quietly erode profit before finance notices. Jupiter Prime Training runs this Product Pricing and Margin Analysis course for finance teams.

## Why Product Pricing and Margin Analysis Matters Now

Three forces press on pricing today. Supplier and labour costs shift within a quarter, so cost-plus price lists drift out of date. Buyers compare offers online and push for rebates, while sales staff trade margin for volume to hit targets. A business that links each price to its cost base and its customers' willingness to pay protects contribution; one that prices by habit discovers margin loss only at year end. The course rests on cost-plus pricing, value-based pricing, contribution margin analysis and the price waterfall method.

## Who Gains Most from Product Pricing and Margin Analysis

- Analysts who calculate product costs and propose list prices for approval
- Commercial finance staff who approve discounts, rebates and special terms
- Management accountants who report contribution by product, channel and customer
- Planners who forecast sales volumes and test price change scenarios
- Business partners who explain margin movements to sales and category heads

A commercial finance unit gains most when its costing analysts and its discount approvers attend together and agree one set of margin floors.

## Product Pricing and Margin Analysis Capabilities

Participants practise turning cost sheets, elasticity estimates and invoice data into price decisions that hold their margin.

- Calculate full and marginal unit costs as a pricing floor — list price approval
- Estimate price elasticity from sales history — volume and revenue forecasts
- Build a price waterfall from list to pocket price — discount policy owners
- Test contribution and break-even effects of price changes — sales and category heads
- Specify value-based price points by customer segment — commercial leadership
- Communicate margin drivers in a monthly pricing report — owners and boards

## Key Product Pricing and Margin Analysis Terms

- Contribution margin — Selling price minus variable cost per unit, the amount left to cover fixed costs and profit.
- Price elasticity of demand — The percentage change in volume sold that follows a one percent change in price.
- Price waterfall — A chart tracing list price down through discounts, rebates and allowances to the pocket price received.
- Pocket price — The net revenue actually kept from a sale after every on-invoice and off-invoice deduction.
- Cost-plus pricing — Setting price by adding a fixed markup percentage to the calculated unit cost.
- Value-based pricing — Setting price from the benefit a customer segment perceives rather than from internal cost.

## Product Pricing and Margin Analysis Day by Day

### Day 1: Cost Foundations of Pricing

- Full Absorption and Marginal Costing — Choosing the Right Pricing Floor
- Fixed and Variable Cost Splits — Effects on Unit Contribution
- Cost-Plus Markup Calculations — When Markups Serve or Mislead
- Activity Cost Drivers — Allocating Overheads to Product Lines
- Break-Even Volume Analysis — Minimum Sales Before a Price Pays

### Day 2: Demand, Elasticity and Customer Value

- Price Elasticity Estimation — Reading Volume Response From Sales History
- Demand Forecasting by Product Line — Volume Assumptions Behind Prices
- Value-Based Pricing Interviews — Measuring What Segments Will Pay
- Good, Better, Best Tiering — Structuring Price Points Across Ranges
- Competitor Price Benchmarking — Positioning Without Starting a Price War

### Day 3: Discounts, Rebates and Margin Leakage

- Price Waterfall Construction — Tracing List Price to Pocket Price
- Discount Authority Matrices — Who Approves Which Concession Levels
- Volume Rebate Schemes — Testing Whether Rebates Buy Extra Volume
- Payment Terms Costing — Pricing the Working Capital Given Away
- Margin Floor Policies — Limits Sales Teams Cannot Cross

### Day 4: Profitability Reporting and Yield Measures

- Customer Profitability Analysis — Ranking Accounts by Net Contribution
- Product and Channel Mix Variance — Explaining Margin Movements Monthly
- Price, Volume and Cost Bridges — Separating Drivers of Profit Change
- Revenue Yield Indicators — Average Selling Price and Realisation Rates
- Pricing Committee Reports — Presenting Change Proposals for Approval

## Day 5: Practising the Product Line Pricing and Margin Model

- Product Line Cost Build-Up — Applying Marginal Costing to a Live Case
- Elasticity Scenario Table — Using Forecast Volumes at Three Price Points
- Waterfall and Discount Rules — Applying Margin Floors to the Case
- Sensitivity Testing — Stressing Cost, Volume and Discount Assumptions
- Product Line Pricing and Margin Model — Completing and Presenting the Final Version

## Applying Product Pricing and Margin Analysis After the Course

- Build a price waterfall for the ten largest customers and present the leakage found to the head of sales.
- Lead a break-even and elasticity review of one product range before its next list price update.

## Product Pricing and Margin Analysis Questions FAQ

### What is Product Pricing and Margin Analysis and why does it matter now?

Product Pricing and Margin Analysis is the finance discipline of setting prices from cost, demand and customer value, then tracking the margin each sale keeps. It matters now because input costs and discount pressure change faster than price lists.

### Which roles gain most from Product Pricing and Margin Analysis?

Costing analysts, commercial finance staff and management accountants gain most from Product Pricing and Margin Analysis. They propose prices, approve discounts and report contribution.

### How does Product Pricing and Margin Analysis differ from a marketing pricing course?

Product Pricing and Margin Analysis approaches price from the finance side. A marketing course stresses positioning and promotion; this one stresses unit costs, contribution, discount control and profitability reporting that finance teams own.

### What do you bring back from Product Pricing and Margin Analysis?

You bring back a Product Pricing and Margin Analysis model for one product line. It combines cost build-up, elasticity scenarios, waterfall rules and sensitivity tests.

## Product Pricing and Margin Analysis: The Way Forward

The product line pricing and margin model first informs the next list price update, where each proposed price must clear its contribution floor. Costing analysts, discount approvers and category heads use it to test offers in sectors from building materials distribution to software subscriptions. After its first quarter of use, the elasticity assumptions and margin floors are worth revisiting against actual invoice data.