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COURSE BROCHURE

Competitive Pricing Economics Training Course for Managers

17 – 21 May 2027
Milan

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Registered in the United Kingdom and Saudi Arabia

Competitive Pricing Economics Training Course for Managers

Ref: 2228_82540 **Date:** 17 – 21 May 2027 **Location:** Milan **Fees:** 6200 GBP

Competitive Pricing Economics for Managers is a 1-week training course for non-economist managers who set prices, approve discounts and respond to rival offers, and each participant leaves with a competitive pricing case to share with colleagues. Shifting input costs, alert buyers and faster rival moves now punish prices set on habit. Jupiter Prime Training delivers this competitive pricing economics course.

Why Competitive Pricing Economics Matters Now

Three forces shape price setting today: buyers who compare offers in seconds, rivals who can match a discount within a day, and volatile input costs that squeeze margin between price reviews. A business that reads demand response and competitor behaviour well holds margin and chooses its price battles. One that misreads them slides into discount spirals and price wars. The course rests on established microeconomic models: the price elasticity of demand, marginal revenue reasoning, oligopoly theory and simple game theory payoff matrices.

Who Gains Most from Competitive Pricing Economics

- Commercial leads who set list prices, discount bands and promotional terms
- Product owners who judge whether to reprice, bundle or reposition an offer
- Key account managers who negotiate contract prices with large buyers
- Category managers who track rival offers and decide on matching moves
- Operations heads whose capacity limits shape which orders are worth taking

The gain is largest when a commercial lead, a product owner and a finance partner from one business unit attend together and leave with a shared view of price response.

Competitive Pricing Economics Capabilities

Participants replace guesswork about customer and rival reactions with explicit estimates they can test against sales and defend in a pricing committee.

- Calculate price elasticity from sales history — the size and direction of a price change
- Apply marginal revenue reasoning to discount depth — promotional and volume deal decisions
- Assess the market structure a product competes in — likely rival responses to a price move
- Design tiered offers using price discrimination — segment and channel pricing choices
- Weigh the opportunity cost of a lost deal against margin erosion — key account negotiations
- Communicate the economic logic behind a price recommendation — pricing committees and sales teams

Key Competitive Pricing Economics Terms

- Price Elasticity of Demand — the percentage change in quantity bought for a one percent change in price.
- Marginal Revenue — the extra income earned from selling one more unit after any price cut needed to sell it.
- Cross-Price Elasticity — how demand for one product changes when the price of a rival or related product moves.
- Oligopoly — a market with a few large sellers whose pricing moves provoke direct responses from rivals.
- Price Discrimination — charging different customer groups different prices for the same offer based on their willingness to pay.
- Nash Equilibrium — a set of pricing choices where no rival gains by changing its price alone.

Competitive Pricing Economics Day by Day

Day 1: Demand and Customer Response

- Demand Curves and Their Shifters — Reading What Moves Customer Volumes
- Price Elasticity of Demand — Judging Room for Price Increases
- Income and Cross-Price Elasticity — Spotting Substitutes and Complements
- Willingness-to-Pay Interviews — Testing Value Before Repricing
- Elasticity Estimates from Sales History — Sizing Promotional Discount Effects

Day 2: Costs, Margins and Price Floors

- Variable Cost Mapping by Offer — Setting the Lowest Acceptable Price
- Marginal Revenue and Marginal Cost — Finding the Profit-Maximising Price Point
- Contribution Per Deal — Accepting or Declining Volume Discount Requests
- Opportunity Cost of Capacity — Prioritising Orders When Supply Is Tight
- Volume Hurdle Calculation — Testing Whether a Price Cut Pays Back

Day 3: Market Structure and Rival Behaviour

- Perfect Competition and Monopoly Models — Judging Pricing Power Limits
- Oligopoly and Price Leadership — Anticipating Rival Reactions to Price Moves
- Game Theory Payoff Matrices — Choosing Between Matching and Holding Price
- Price War Warning Signs — Deciding When to Signal Restraint
- Barriers to Entry Analysis — Assessing Pricing Threat From New Entrants

Day 4: Pricing Tactics and Segmentation

- Price Discrimination and Versioning — Designing Tiered Offers by Segment
- Bundling and Unbundling Economics — Choosing Package Versus Item Pricing
- Reference Prices and Anchoring — Framing List Prices for Buyers
- Dynamic Pricing Rules — Adjusting Prices to Demand Peaks and Troughs
- Inflation and Input Cost Signals — Timing Price Increase Announcements

Day 5: Practising the Competitive Pricing Case

- Elasticity-Based Price Recommendation — Applying Demand Estimates to a Live Offer
- Discount Request Triage — Applying Price Floors to a Deal Pipeline
- Rival Response Simulation — Applying Payoff Matrices to a Repricing Move
- Pricing Committee Rehearsal — Defending Assumptions Before Peer Challenge
- Competitive Pricing Case — Completing the Recommendation and Its Economic Logic

Applying Competitive Pricing Economics After the Course

- Estimate price elasticity for one product family from the last year of sales and share the discount guidance it implies.
- Build a payoff matrix for the next planned price change and agree the matching rule with the sales team before launch.

Competitive Pricing Economics Questions FAQ

What is competitive pricing economics for managers and why does it matter now?

It is the use of demand, cost and rival behaviour models to set and defend prices. It matters now because buyers compare offers instantly and rivals react quickly, so prices set on habit lose margin or volume.

Which roles gain most from competitive pricing economics for managers?

Managers without an economics background who set prices, approve discounts or negotiate contracts gain most.

How does competitive pricing economics for managers differ from a finance for non-finance managers course?

It focuses on how customers and rivals respond to a price, not on reading financial statements or appraising capital projects.

What do you bring back from competitive pricing economics for managers?

You bring back a competitive pricing case built on one of your own offers. It sets out the elasticity estimate, the price floor, the likely rival response and the recommended move.

Competitive Pricing Economics: The Way Forward

The competitive pricing case first informs one live choice, such as a list price review or a large discount request, and it is used by the manager who owns that price together with a finance partner. After its first use, compare the predicted customer and rival responses with what actually happened, since that gap guides the next pricing round.