

Course Overview:

In today's competitive market environment, mastering revenue management and pricing strategies is crucial for sustaining profitability and growth. This course empowers professionals with the foundational tools to understand customer segments, forecast demand, and apply strategic pricing. It is tailored for marketing and sales professionals who aim to drive revenue performance and gain a competitive edge through data-driven decisions.

Course Objective:

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

- Understand and apply core principles of revenue management
- Employ various forecasting techniques to predict demand
- Design effective pricing strategies suited to their industry
- Optimize inventory use through smart allocation and capacity control
- Recognize key trends and best practices in revenue optimization

Course Outline:**Module 1: Introduction to Revenue Management**

- Definition, objectives, and key principles
- Revenue vs. yield management
- Necessary conditions and performance indicators

Module 2: Foundations of Pricing Strategies

- Overview and business impact
- Industry-specific pricing models
- Value-Based Pricing concepts

Module 3: Revenue Management Economics and Forecasting

- Demand types and forecasting basics
- Booking curves and pickup analysis
- Error measurement and tips

Module 4: Inventory Allocation and Capacity Control

- Marginal revenue and group management
- Booking limits and protected levels
- Nested reservation systems

Module 5: Overbooking Management

- Overbooking rationale and policies
- Risk management in overbooking

Module 6: Implementing Revenue Management Systems

- System features and benefits
- Data sources, analytics, and visualization

Module 7: Industry Case Studies

- Real-world applications across sectors
- Lessons learned from successful strategies

Module 8: Pricing KPIs and Common Mistakes

- Critical pricing indicators
- Identifying and avoiding strategic errors

Module 9: Strategic Insight and Financial Decision-Making

- Linking pricing to financial goals

Training Language:**Training Methodology:**

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Jubail | 02-11-2025 | 17,250 SAR

-Margin analysis techniques

Module 10: Emerging Trends and Best Practices

-Innovations in revenue management

-Adapting strategies in dynamic markets

Who Should Attend:

-Marketing Managers

-Sales Managers

-Business Owners

-Entrepreneurs and Business Professionals seeking to enhance pricing and revenue skills