



# Price Optimization

Master Pricing Strategies for  
Business Success

# Program Overview

The "Price Optimization" Executive Education Program is designed for leaders seeking advanced strategies to enhance revenue and profitability through effective pricing. This comprehensive program equips participants with the knowledge and tools needed to optimize pricing strategies across various industries, ultimately driving business success.



# Program Modules

## Module 1

### Introduction to Price Optimization

- Understanding the pricing landscape
- Impact of price on revenue, profitability, and market share
- Different pricing strategies (cost-plus, value-based, competitive)

## Module 2

### Price Elasticity and Demand Analysis

- Understanding price elasticity concepts
- Quantifying demand using various methods.
- Utilizing data analytics for demand forecasting

## Module 3

### Advanced Pricing Strategies

- Dynamic pricing and revenue management
- Bundling and price discrimination strategies
- Psychological pricing and consumer behavior

## Module 4

### Implementing Price Optimization

- Developing a data-driven pricing model
- A/B testing and price experimentation
- Pricing software tools and technology

### Who Should Attend

This program is ideally suited for members of Pricing teams as well as senior-level executives and managers, typically holding positions at the General Manager level or equivalent.



## Learning Outcomes

- Upon the completion of this program:
- Participants will learn to merge theoretical concepts with practical exercises using case studies relevant to their industry, ensuring immediate applicability in real-world scenarios.
- Participants will gain insights from seasoned experts with extensive experience in price optimization strategies, offering invaluable knowledge and guidance.
- Participants will be engaged in a collaborative atmosphere, fostering networking opportunities with peers across diverse industries to exchange insights and best practices in price optimization.

## Faculty



**Dr. Sujit Singh**  
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