Garnet
Garnet Global Training Center

GGT-MK-121

Marketing, Sales & Communication

Pricing Strategy

استراتيجية التسعير

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Leadership & strategy**

Overview

Pricing Strategy is a leadership program that connects strategic choices with execution, people and results. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set direction and priorities for Pricing Strategy in your organisation.
- Make sound decisions with incomplete information.
- Align people, structure and culture with strategy.
- Lead change and handle resistance constructively.
- Influence boards, peers and external stakeholders.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It is aimed at managers and executives who set direction and are accountable for results.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Strategic context of Pricing Strategy
- Sales process and negotiation
- Checklists and templates to take away

Day 2 Setting direction and priorities
- Measurement and ROI
- Media and stakeholder communication

Day 3 Leading people through change
- Customer insight and segmentation
- Group discussion and peer review

Day 4 Decisions, risk and stakeholders
- Brand and positioning
- Measurement and reporting

Day 5 Leadership commitments and action plan
- Digital channels and content
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Strategic context of Pricing Strategy
- Sales process and negotiation
- Checklists and templates to take away

Day 2 Setting direction and priorities
- Measurement and ROI
- Media and stakeholder communication

Day 3 Leading people through change
- Customer insight and segmentation
- Group discussion and peer review

Day 4 Decisions, risk and stakeholders
- Brand and positioning
- Measurement and reporting

Day 5 Leadership commitments and action plan
- Digital channels and content
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Regional and international case studies

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
10–21 Jan 2027	10-day classroom	Kuwait City	Arabic	8,950
15–19 Mar 2027	5-day classroom	Abu Dhabi	English	4,750
7–11 Jun 2027	5-day online	Live online	Arabic	2,950
12–16 Jul 2027	5-day classroom	Kuala Lumpur	English	4,750
6–17 Feb 2028	10-day classroom	Manama	Arabic	8,950
19–23 Jun 2028	5-day classroom	Paris	English	4,750
11–15 Sep 2028	5-day classroom	Amsterdam	English	4,750
20 Nov – 1 Dec 2028	10-day online	Live online	Arabic	5,450
16–20 Apr 2029	5-day classroom	London	English	4,750
18–22 Jun 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
9–13 Jul 2029	5-day classroom	Kuala Lumpur	English	4,750
17–28 Sep 2029	10-day classroom	Dubai	Arabic	8,950
21–25 Jan 2030	5-day classroom	Istanbul	English	4,750
15–26 Apr 2030	10-day classroom	Dubai	English	8,950
16–20 Jun 2030	5-day classroom	Cairo	Arabic	4,750
16–27 Dec 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/