

Pricing Strategy and Revenue Management

Sales and Marketing

Course Overview

Pricing Strategy and Revenue Management: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Pricing Strategy and Revenue Management
- Apply practical tools and techniques for Pricing Strategy and Revenue Management in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Pricing Strategy and Revenue Management in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Pricing Strategy and Revenue Management: principles, terminology and context
2. The business case: why Pricing Strategy and Revenue Management matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
26 to 30 Oct 2026	Online	\$750
2 to 6 Nov 2026	Pretoria	\$1,450
9 to 13 Nov 2026	Windhoek	\$1,450
16 to 20 Nov 2026	Dar es Salaam	\$1,450
23 to 27 Nov 2026	Gaborone	\$1,650
30 Nov to 4 Dec 2026	Kigali	\$1,550
7 to 11 Dec 2026	Cape Town	\$1,550

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.