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)
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**

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