MERCURY

Value-Based Pricing Strategies

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Introduction:

Value-based pricing focuses on setting prices based on the perceived value delivered to customers rather than only on costs or competitor prices. This Value-Based Pricing Strategies course explains the theory, the practical methods for measuring customer willingness to pay, and the organizational design needed to capture value. It teaches pricing research techniques, value quantification, and pricing communication aligned with market segmentation.

Participants will learn frameworks to test price points and to design offers that reflect differentiated value. The Value-Based Pricing Strategies program balances theory with scenario-driven analysis to prepare learners for real pricing decisions. Practical examples include B2B contracts, SaaS tiers, and premium consumer offerings.

Targeted Groups:

This Value-Based Pricing Strategies training targets professionals seeking specialized knowledge and skills:

- Product managers are aiming to increase revenue and profitability.
- Pricing analysts are responsible for price-setting and optimization.
- Marketing leaders are designing positioning and value communication.
- Sales managers negotiating value-based deals.
- Business developers launching new offers and packages.
- Consultants advising clients on pricing transformation.

Course Objectives:

Participants will achieve the following objectives by completing the Value-Based Pricing Strategies course:

- Understand the principles and business case for pricing by customer value.
- Identify customer segments and map their perceived value drivers.
- Apply methods to measure willingness to pay and economic value to the customer.
- Build value propositions that justify premium pricing and higher margins.
- Design and test pricing experiments and A/B price tests.
- Create go-to-market price structures and packaging for services and products.
- Align sales incentives and change management with a value-based approach.
- Interpret pricing metrics to monitor revenue, adoption, and churn impacts.
- Present pricing decisions with a clear business rationale to senior stakeholders.

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Targeted Competencies:

Participants will gain the following competencies during the Value-Based Pricing Strategies program:

- Ability to translate customer benefits into monetary value estimates.
- Skill in designing and running pricing research and surveys.
- Competence in segmenting customers by value and elasticity.
- Capability to build price models and revenue scenarios.
- Facility with structuring tiered and outcome-based pricing.
- Proficiency in framing and communicating value to buyers.
- Skill to implement controlled pricing experiments.
- Competence in interpreting pricing KPIs and making iterative changes.

Studying Scenarios:

In this Value-Based Pricing Strategies training, participants will develop their skills through the analysis of the following scenarios:

- A SaaS vendor redesigns tiered plans based on feature value and customer size.
- An industrial supplier reframes the total cost of ownership to justify a premium.
- A consumer brand tests premium packaging and measures lift in willingness to pay.
- A B2B services firm is piloting outcome-based pricing for a pilot client.
- Start-up models price sensitivity for early adopters versus mainstream buyers.

Course Content:

Unit 1: Foundations of Value-Based Pricing:

- Define value-based pricing and contrast it with cost-plus and competitor-based methods.
- Explain Economic Value to the Customer EVC and its components.
- Describe customer perceived value and behavioral drivers.
- Outline the organizational capabilities needed for pricing by value.
- Discuss common pitfalls and barriers to adoption.
- Show real-world examples that illustrate theory-to-practice translation.

Unit 2: Customer Insight and Value Discovery:

- Map customer segments and value drivers with short interviews.
- Design willingness-to-pay surveys and van Westendorp analyses.
- Apply conjoint analysis and choice modelling basics to create effective product bundles.
- Build persona-driven value maps for different buyer types.
- Translate qualitative insights into price-sensitive metrics.
- Establish data collection plans for iterative learning.

Unit 3: Pricing Models and Value Quantification:

- Construct an Economic Value to Customer EVC template.
- Build simple price elasticity models and interpret results.
- Model revenue scenarios across segment-weighted uptake.
- Create tiered pricing frameworks and feature packaging rules.
- Explore performance and outcome-based pricing structures.
- Develop a scorecard to compare pricing model alternatives.

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Unit 4: Testing, Implementation, and Go-To-Market:

- Design pricing experiments and A/B tests for price and packaging.
- Plan pilots with control groups and measurable KPIs.
- Prepare sales enablement materials that communicate differentiated value.
- Align discount policies and approval workflows with value rules.
- Set launch tactics for phased rollouts and monitoring.
- Address legal, billing, and contract implications of new prices.

Unit 5: Governance, Metrics, and Continuous Optimization:

- Define pricing governance roles and cross-functional decision flows.
- Track key pricing KPIs, including ARPU, conversion, churn, margin, and lifetime value.
- Use dashboards to monitor variance versus revenue scenarios.
- Run periodic price-health diagnostics and root-cause analyses.
- Institutionalize learning loops from experiments to policy updates.
- Scale pricing capabilities through training and playbooks.

Final Insights & Key Takeaways:

Value-based pricing requires rigorous customer insight, tested models, and cross-functional alignment to capture the full economic value delivered. Successful adoption depends on continuous experimentation, clear value communication, and governance that links pricing to commercial outcomes.

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