



دوره تدريبيه في إدارة الإيرادات ووضع أساسيات استراتيجية التسعير



AGILE LEADERS
Training Center

20 - 24 Apr 2027
مدرّب

دوره تدريبيه في إدارة الإيرادات ووضع أساسيات استراتيجية التسعير

المرجع: 36272_20490 التاريخ: 20 - 24 Apr 2027 الموقع: مدريد الرسوم: Euro 5700

Course Overview:

This course offers a complete and engaging approach to mastering revenue management principles and pricing strategy development. Participants will delve into advanced revenue management processes, exploring strategic pricing methods, value-based pricing strategies, and business pricing strategies. This course will enhance participants' abilities to apply effective revenue management techniques, understand the fundamentals of revenue management, and utilize key pricing KPIs. Through demand forecasting techniques, forecasting methods for business, and the importance of forecasting in revenue management, participants will gain the tools necessary for accurate predictions and improved decision-making. Inventory allocation strategies and capacity control techniques will also be covered to optimize resources and maximize profitability.

Target Audience:

- Marketing and sales department heads and managers B2B and B2C
- Business professionals seeking to enhance their revenue management skills
- Business owners and entrepreneurs starting a business

Targeted Organizational Departments:

- Marketing
- Sales
- Finance
- Business Development
- Operations

Targeted Industries:

- Retail
- Hospitality
- Airlines
- E-commerce
- Manufacturing

Course Offerings:

By the end of this course, participants will be able to:

- Understand and apply revenue management principles
- Develop and implement effective revenue management strategies
- Utilize key pricing KPIs to guide pricing decisions
- Apply demand forecasting techniques to predict future demand
- Develop strategic pricing methods tailored to various business models
- Optimize inventory allocation and implement capacity control techniques

Training Methodology:

This course employs a variety of interactive training methodologies designed to enhance learning and practical application. Participants will engage in case studies, group work, and interactive sessions, allowing them to apply revenue management principles and pricing strategy development in real-world scenarios. Feedback sessions will provide participants with personalized insights and improvements. The course also includes hands-on activities to reinforce learning and ensure participants can effectively utilize the techniques covered.

Course Toolbox:

- complete workbooks
- Industry-specific case studies
- Online resources and reading materials
- Checklists and templates for practical application

Course Agenda:

Day 1: Introduction to Revenue Management

- Definition and a Brief History of Revenue Management **Topic 1:**
- Objectives, Principles, and Elements of Revenue Management **Topic 2:**
- Necessary Conditions for Revenue Management **Topic 3:**
- Revenue Management vs. Yield Management **Topic 4:**
- The Importance of Revenue Management **Topic 5:**
- Revenue Management Terms and Performance Indicators **Topic 6:**
- Overview of Key Concepts and Principles **Reflection & Review:**

Day 2: Strategic Pricing Methods

- Introduction to Pricing Strategies Topic 1: •
- Business Foundations for Successful Pricing Strategies Topic 2: •
- Pricing - Perspectives from Different Industries Topic 3: •
- Value-Based Pricing Techniques Topic 4: •
- Types of Pricing Strategies Topic 5: •
- Key KPIs Behind Pricing Strategies Topic 6: •
- Applying Pricing Strategies in Different Industries Reflection & Review: •

Day 3: Demand Forecasting Techniques

- The Economics of Revenue Management Topic 1: •
- Demand Management: Unconstrained vs. Constrained Demand Topic 2: •
- All About Forecasting: Importance and Methods Topic 3: •
- Booking Curve and Pickup Forecasting Topic 4: •
- Error Measurement in Forecasting Topic 5: •
- Useful Forecasting Tips Topic 6: •
- Evaluating Forecasting Methods and Their Applications Reflection & Review: •

Day 4: Inventory Allocation and Capacity Control

- Basics of Inventory Allocation Topic 1: •
- Expected Marginal Revenue Topic 2: •
- Implementing a Nested Reservation System Topic 3: •
- Protected Level vs. Booking Limit Topic 4: •
- Group Management in Inventory Allocation Topic 5: •
- Policies Concerning Overbooking Topic 6: •
- Practical Applications of Inventory Management Reflection & Review: •

Day 5: Advanced Revenue Management Strategies

- Integrating Data Sources for Revenue Management Topic 1: •
- Advanced Analytical Techniques in Revenue Management Topic 2: •
- Implementing a Revenue Management System Topic 3: •
- Features of an Effective Revenue Management System Topic 4: •
- Revenue Management Data Sources, Analytics, and Visualization Topic 5: •
- Key Trends in Revenue Management for Different Businesses Topic 6: •
- Synthesizing Learning and Planning for Implementation Reflection & Review: •

How This Course is Different from Other Revenue Management Courses:

The course stands out by offering a holistic approach to revenue management and pricing strategy. Unlike other courses, it integrates advanced forecasting methods with practical inventory management techniques. The course provides hands-on experience with real-world case studies, ensuring participants can apply what they learn directly to their businesses. Additionally, it covers a wide range of industries, making it versatile and applicable to various business models. The complete toolbox provided equips participants with all the necessary resources to succeed in implementing effective revenue management and pricing strategies.



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فئات الدورات التدريبية



HR TRAINING &
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة
المبيعات



دورات التدريب القانوني والمشتريات
والتعاقدات



دورات الاتصال الجماهيري و السياسات
والعلاقات العامة



دورات الذهن السيرياني ودورات تقنية
المعلومات



دورات الصيانة ودورات المجالات الهندسية
المختلفة



دورات الصحة والسلامة والذهن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال

فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة المالية

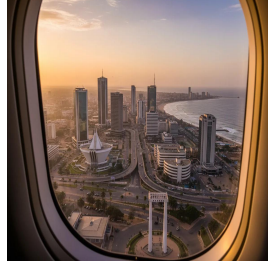


دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية

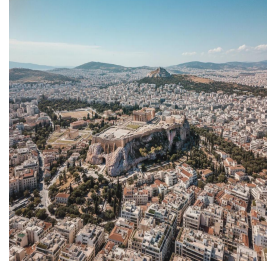
مدن التدريب



أوسلندا - هولندا



أكرا - غانا



أثينا - اليونان



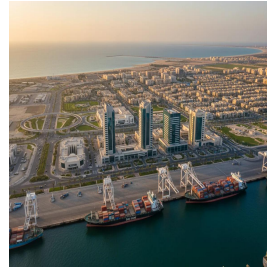
أبوظبي - الإمارات العربية المتحدة



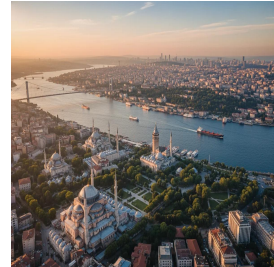
الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



إسطنبول - تركيا



المنامة - مملكة البحرين



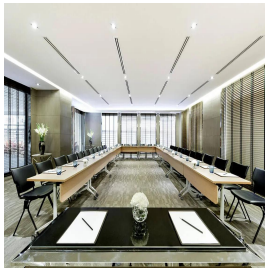
الكويت - الكويت



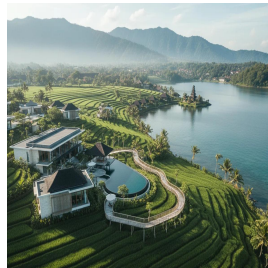
القاهرة - مصر



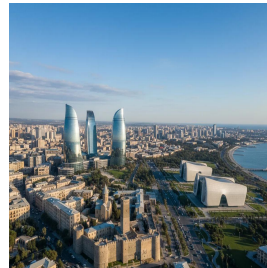
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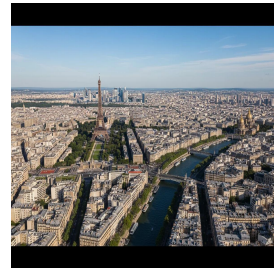
بانكوك - تايلند



بالي - جمهورية إندونيسيا



باكو - أذربيجان



باريس - فرنسا

مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جاكرتا - جمهورية إندونيسيا



تورنتو - كندا



تيليسي - جورجيا



بوكيت - تايلاند



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية



زنجان - تنزانيا

مدن التدريب



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة
الأمريكية



شرم الشيخ - مصر



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



فيينا - النمسا



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة



لشبونة - البرتغال

مدن التدريب



ميونخ - ألمانيا



ميلان - إيطاليا



مونتره - سويسرا



مسقط - سلطنة عمان



نيويورك - الولايات المتحدة
الأمريكية



نيس - فرنسا



نairobi - كينيا

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



AGILE LEADERS
Training Center

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