

Gabriel Steinhardt

Market-Value Pricing

Definitions, Concepts,
and Processes for
Market-Value Centric
Pricing



Blackblot Market-Value Pricing™

Course Syllabus

Course Description

The **Blackblot Market-Value Pricing™** (MVP) course is a one-day advanced training program designed to equip product managers, product marketers, and business leaders with the knowledge and tools to make effective, structured pricing decisions.

Delivered in an interactive format, the course applies the globally adopted **Blackblot Product Manager's Toolkit®** (PMTK) methodology to teach a market-value-centric approach to pricing.

The course introduces core pricing concepts, establishes a foundation in pricing fundamentals, and presents the comprehensive **Blackblot Market-Value Pricing™ Model** (MVP Model), a structured decision-making process spanning the product life cycle.

By the end of the course, participants will be able to implement a comprehensive market-value pricing process, apply advanced pricing tactics, and align pricing decisions with strategic and market considerations.

This course is ideal for professionals who aim to enhance their pricing capabilities through a structured, methodology-based approach.

Who Should Attend

- *Product Managers* – Professionals responsible for defining products and determining pricing aligned with product value and market dynamics.
- *Product Marketers* – Specialists supporting go-to-market activities and seeking to design pricing structures that strengthen product positioning.
- *Business Leaders* – Decision-makers requiring a structured and practical framework for setting prices that support organizational objectives.

Key Outcomes for Participants

- Apply market-value-centric thinking to pricing decisions
- Evaluate pricing options based on product lifecycle stages
- Distinguish between pricing objectives, strategies, and tactics
- Use structured models to determine and justify pricing schemes
- Understand the core principles and terminology of product pricing
- Recognize the psychological, legal, and competitive factors that influence price

Blackblot Training Package

- Blackblot MVP Book (printed softcover)
- Blackblot MVP Certification (official product pricing test)
- Blackblot PMTK® templates account, lifetime access, and updates
- Digital course slides and action plan
- Official digital certificate

Registration and Pricing

To register or inquire about group rates and private sessions, contact info@blackblot.com

Course Syllabus (Day One)

Introduction

- Overview
- Challenges in PM

Pricing Fundamentals

- Pricing Definitions
- Value Concept
- Price Competition
- Price Psychology
- Market Equilibrium
- Markets and Buyers
- Product Life Cycle Model

PMTK MVP Model

- Knowledge Prerequisites
- PMTK MVP Model
- Pricing Scheme
- Pricing Objectives
- Pricing Strategies
- Derived Price
- Pricing Tactics
- Introduction Stage
- Growth Stage
- Maturity and Decline Stages
- Pricing Formula
- Price Mix

Expansive Pricing

- Bundling
- Product Relationships
- Product Family Pricing

Laws and Regulation

- USA Legislative Acts
- Price Dumping

Summary

- Recap
- Summary

SPRINGER BRIEFS IN BUSINESS

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