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Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table

Reed Holden, Mark Burton
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Reed Holden, Mark Burton : Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table before purchasing it in order to gage whether or not it would be worth my time, and all praised Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table:

1 of 1 people found the following review helpful. Understandable, actionable and powerful By Andrew Jacka This is one of few pricing books that focuses on business markets. What distinguishes this text as a pricing reference for any

organisation selling in business markets is its ability to be understood, acted upon and profited from. Pricing can be hard. And its confusing. Too often the seemingly healthy pursuit of sales, growth, share, or even cost recovery cause pricing and then profit to suffer. Customers want to ensure they extract full discounts. Competitors seem intent on destroying industry profits through aggressive discounting. And a response out of exasperation and no better alternative, only serves to throw fuel on the fire. Optimal pricing is dependent on good strategy, segmentation, marketing, product development, sales, competitors, processes, controls, tools, metrics and incentives. And then committed leadership needs to create the right culture in your organisation to stick to the plan. There are many technical (and very good) books on pricing that provide excellent instruction to pricing functions; however, this book transcends the pricing function and is accessible to executive, management and selling staff. The authors have managed to reduce the complexity of the price challenge into ten simple rules - simple to understand, simple to act upon, simple to get a quick and lasting improvement from - yet, at the same time, rules that form the necessary foundation from which your organisation can add its own unique approach to pricing. Don't expect a detailed, technical description of how to execute the most complex new pricing structures. While providing an overview of how these structures have been effective for some organisations, this book deliberately keeps it simple - focussing on the most profitable opportunities. Adopting the latest risk-reward or hybrid pricing structures may be exciting; however, it may well be discounting creeping in through the back door. Holden and Burton simply explain the situations when increased sophistication may deliver benefits and the reasons why. The authors concentrate on the mindsets, understanding customer value, the reality of business buyer behaviour, competitive strategies, and approaches to negotiation that underpin success. Once a solid foundation is in place, organisations are much better placed move to fancier pricing structures if they will create advantage. Because the book concentrates heavily on organisational mindsets and because the authors choose their words very carefully it is deceptively profound. I find myself rereading to sharpen my thinking and to extract more clarity. Not your standard pricing text. Note to readers: I have been fortunate to work with Reed and Mark; however, submit this review unprompted. 0 of 0 people found the following review helpful. If you have anything to do with Selling (and want to make more money) you need this book. By Reg Nordman This is a book for the practitioner, whether it is CEO, CFO, VP Sales/marketing. They do a very good job with strategy: set pricing and offerings establish list prices and base agenda and tactics: actual transaction prices rules for negotiations holding to earned legitimate discounts, alignment with street price They give you a model of change how to go in small steps from: cost plus value enhanced cost plus better market driven to value driven. There is also lots of meat there for the in-the-trenches salesperson with a surprising (to most sales managers) metric showing that you can expect maybe 38% of your prospects to be price driven, with the rest being relationship or value driven. They also show you how to best deal effectively with all purchasers including the poker playing purchaser . The case studies are good and easy to emulate. This is an easy to read, easy to use book. My only concern is that its been around for 3 years and I could have used it all the time. Put it on your Kindle and keep reading it over and over. 3 of 3 people found the following review helpful. Very limited scope. By FM The book has very limited scope. It is very good for increasing profitability of B2B sales and for optimizing already existing market activities with established customers. It says nothing about B2C pricing and nothing about pricing new product or pricing without established customer relations.

Bad pricing is a great way to destroy your company's value, revenue, and profits. With ten simple rules, this book shows you how to deliver both healthy profit margins and robust revenue growth while kicking the dreaded discounting habit. The authors destroy the conventional wisdom that you have to trade margins for revenues and show you how to fully exploit the value your company offers customers. This is a proven plan for increasing sales without sacrificing profits.