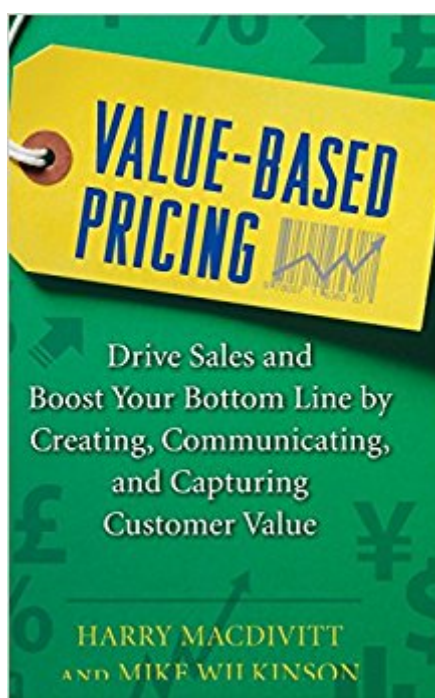The book was found

Value-Based Pricing: Drive Sales And Boost Your Bottom Line By Creating, Communicating And Capturing Customer Value

Synopsis

A Groundbreaking Pricing Model for the New Business Landscape Why would any customer choose Brand X over Brand Y, regardless of price? In a word: Value. When customers feel they are getting good value from your product or service, they are more than happy to pay moreÃ¢â ¬â ¢which is good news for you and your business. Even in todayÃ¢â ¬â„¢s global marketÃ¢â ¬â ¢with its aggressive competitors, low-cost commodities, savvy consumers, and intangible digital offeringsÃ¢â ¬â ¢you can outsell and outperform the rest using Value-Based Pricing. Done correctly, this method of pricing and selling helps you: Understand your customersÃ¢â ¬â„¢ wants and needs Focus on what makes your company different Quantify your differences and build a value-based strategy Communicate your value directly to your customers Now more than ever, it is essential for you to reexamine the reality of the value you offer customersÃ¢â ¬â ¢and this step-by-step program shows you how. Developed by global consultants Harry Macdivitt and Mike Wilkinson, Value-Based Pricing identifies three basic elements of the Value Triad: revenue gain, cost reduction, and emotional contribution. By delivering these core values to your customersÃ¢â ¬â ¢through marketing, selling, negotiation, and pricingÃ¢â ¬â ¢you can expect an increase in profits, productivity, and consumer goodwill. These are the same value-based strategies used by major companies such as Philips, Alstom, Siemens, and Virgin Mobile. And when it comes to todayÃ¢â ¬â„¢s more intangible marketsÃ¢â ¬â ¢such as consulting services or digital properties like e-books and music filesÃ¢â ¬â ¢these value-based strategies are more important than ever. So forget about your old pricing methods based on costs and competition. Once you know your own valueÃ¢â ¬â ¢and how to communicate it to othersÃ¢â ¬â ¢everybody profits.

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Customer Reviews

Harry Macdivitt served as marketing director in a leading electronic controls company, with specific responsibility for strategic management, new product marketing, and development for U.K. and international markets (United States, Russia). He has run training programs for corporations in the United Kingdom, European Community, North America, and China and works regularly with growth-oriented small- and medium-sized businesses. Mike Wilkinson works worldwide with clients across a diverse range of industries and business sectors focusing on value and value selling. He has worked in a wide range of senior sales positions and has experience of fast-moving consumer goods as well as business-to-business sales.

Value Based Pricing provides an excellent opportunity to learn, evaluate and implement VBP with minimum risk and then move to more sophistication as needed going forward. By writing in a clear and concise fashion and including case histories, you have opened up the opportunity for many companies to significantly improve their businesses and profitability.Your emphasis on the selling distribution channel is spot on. Providing the sales channel with a methodology to quantify the value proposition and in your words utilize revenue generation, cost reduction and emotional value where it makes sense to do so is a strong incentive.As a pricing consultant,Value Based Pricing is a must read for companies that are really serious about improving profitability and unifying their interdepartmental teams under the pricing banner.

Come on. Buy it now!Is an excellent book to starts to think about our time. This time that we need to create, capture and delivery value. But for that, is necessary to know how to price it. Macdivitt made a seminal contribuition over the possibility to executives (and professionals in general) to price your work/service. Is an good with a soft read, fast and rich comments!

This is a very useful book about how companies can alter their approach to marketing, sales, and price-setting in order to collect for the value they create for their business-to-business customers. MacDivitt and Wilkinson have obviously thought very deeply on these topics. Value-Based Pricing is well-written, thought-provoking, and contains lots of sound advice.I especially liked their spot-on skewering of the nine dubious assumptions underpinning Cost-Plus pricing methods (the default

approach to pricing at many companies). The authors then explain how to gauge what products and services are worth to various customer segments and customers, so that more appropriate prices can be set or negotiated. They also provide guidelines for a value-oriented selling approach, and for implementing value-based pricing within a business organization. The authors support their thesis with numerous case studies, tables, and planning tools.It's great when you find a good read, and highly actionable information, in the same business book. Value-Based Pricing comes through on both counts.

As a practitioner with almost two decades of experience in all aspects of B2B pricing/selling [...], I found Value-Based Pricing an excellent addition to my library. In particular, the book helps by:- moving beyond theory to the "how to"- providing useful frameworks and tools that you can immediately begin to put to use in your business- linking value pricing to selling. Value pricing is a great concept, but it is worthless if the sales team can't sell on value. This book does a nice job of linking pricing and selling- addressing organizational and implementation issues related to value based pricingI've read many of the pricing books in print today. There are many very good ones. This book, along with Pricing with Confidence by Burton and Holden, is one of my favorites for its practical approach to quantifying, communicating and capturing value in B2B markets.

A must read for every senior executive ... It takes more than a sales team to deliver Value--it takes a deeply rooted understanding throughout the organization. Wilkinson and Macdivitt provide a framework you can apply. I recommend this book to all my sales management clients, strategic plannin teams, and those sales pros who understand the power of delivering VALUE! This might be the best forty bucks you've ever invested.

This is one of the best texts on this topic I have run up against so far. First the descriptions of pricing and how it is arrived at is succinct, clear and bang on the money. Second this is the first pricing book that really identifies how many objections that sale can find with changing the pricing strategy as well as the huge obstacle that sales is to implementation. Then they do show you how to capture customer value in order to extract the price you deserve. The case studies at the end of the book are a bonus for those serious about implementing value based pricing. This is a must have reference for sales and marketing organizations as well as CEO's. Plus with both authors from the UK, they do not waste a word- it is all clear and valuable.

a gift to my brother , i love the product, it is very well balanced, has lot of weight to it, and it is very sharp. it cuts through bread so easily and makes perfect slices. quality. I'll be buying again. perfect. delivery on time receive it next day . as described .

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