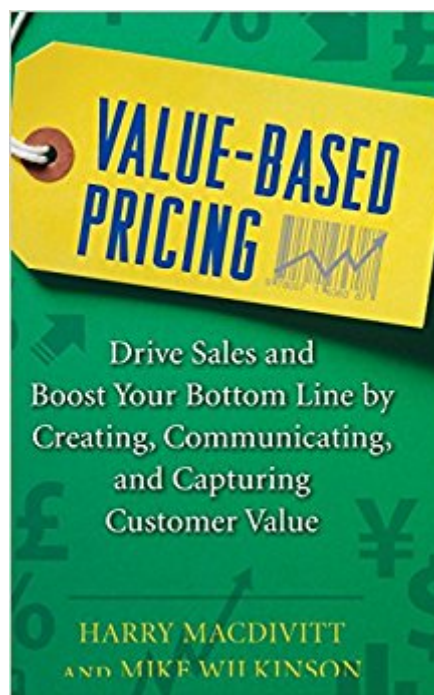


The book was found

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 more—which is good news for you and your business. Even in today's global market—with its aggressive competitors, low-cost commodities, savvy consumers, and intangible digital offerings—you can outsell and outperform the rest using Value-Based Pricing. Done correctly, this method of pricing and selling helps you: Understand your customers' 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 customers 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 customers through marketing, selling, negotiation, and pricing—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 today's more intangible markets—such as consulting services or digital properties like e-books and music files—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 value—and how to communicate it to others—everybody profits.

Book Information

Hardcover: 288 pages

Publisher: McGraw-Hill Education; 1 edition (October 10, 2011)

Language: English

ISBN-10: 0071761683

ISBN-13: 978-0071761680

Product Dimensions: 6.3 x 0.9 x 9.3 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 7 customer reviews

Best Sellers Rank: #723,484 in Books (See Top 100 in Books) #43 in Books > Business &

Money > Management & Leadership > Pricing #634 in [Books](#) > Business & Money > Marketing & Sales > Marketing > Research

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! It is an excellent book to start 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 contribution 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 pricing. I'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 planning 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 .

[Download to continue reading...](#)

Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value Pricing on Purpose: Creating and Capturing Value The Healthy Workplace: How to Improve the Well-Being of Your Employees---and Boost Your Company's Bottom Line Power Pricing: How Managing Price Transforms the Bottom Line Inside Sales Pro: Master Your Inside Sales Skills and Boost Your Career Sales Eats First: How Customer-Motivated Sales Organizations Out-Think, Out-Offer, and Out-Perform the Competition Stephan Schiffman's Telesales: America's #1 Corporate Sales Trainer Shows You How to Boost Your Phone Sales The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost your Sales. The Ultimate Sales Letter: Attract New Customers. Boost your Sales. The Power of Positive Profit: How You Can Improve Any Bottom Line in Sales, Marketing, and Management with MoneyMath Dentistry: Creating a Profit Center (Blueprints for Your Bottom Line) Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) How to Photograph the Solar Eclipse: An EASY Guide to Capturing the 2017 Total Eclipse of the Sun: An astrophotography beginner's guide to capturing solar eclipse How to contact customer service by phone and website -: (customer service phone, Screenshots included for website! BONUS AT THE END) Customer Service: Career Success Through Customer Loyalty (6th Edition) Beyond Advertising: Creating Value Through All Customer Touchpoints Happy Brain: 35 Tips to a Happy Brain: How to Boost Your Oxytocin, Dopamine, Endorphins, and Serotonin (Brain Power, Brain Function, Boost Endorphins, Brain Science, Brain Exercise, Train Your Brain) Adrenal Fatigue: Combat Adrenal Fatigue Syndrome Naturally and Boost Your Energy Levels for Good! Reset Your Natural Balance Now! (Reduce Stress, Boost Energy, Adreanl Reset Diet Book 1) Building a Successful Construction Company: Create a Strategy / Organize Your Business / Protect Your Bottom Line

[Contact Us](#)

[DMCA](#)

[Privacy](#)

