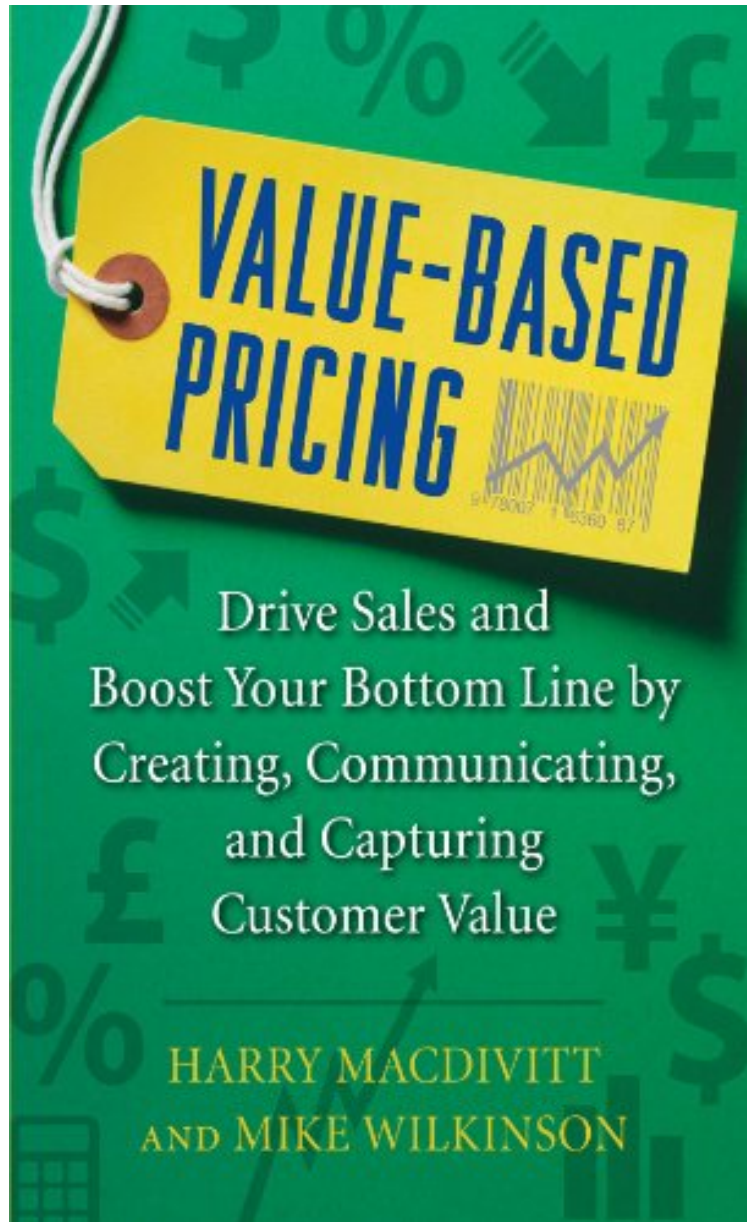


[FREE] Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value

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

Harry Macdivitt, Mike Wilkinson

*DOC / *audiobook / ebooks / Download PDF / ePub*



[Download](#)

[Read Online](#)

#894763 in eBooks 2011-10-17 2011-10-17 File Name: B005NASJ3C | File size: 43.Mb

Harry Macdivitt, Mike Wilkinson : Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value before purchasing it in order to gage whether or not it would be worth my time, and all praised Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating,

Communicating and Capturing Customer Value:

3 of 3 people found the following review helpful. Clear and Concise
By Dick Sobel
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.

0 of 0 people found the following review helpful. Soft, rich and excellent!
By Paulo Peres
Come on. Buy it now!
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!

1 of 1 people found the following review helpful. An Essential How-To for CEOs and Marketing / Sales Execs
By Robert Sherlock
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.

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.

About the Author
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.