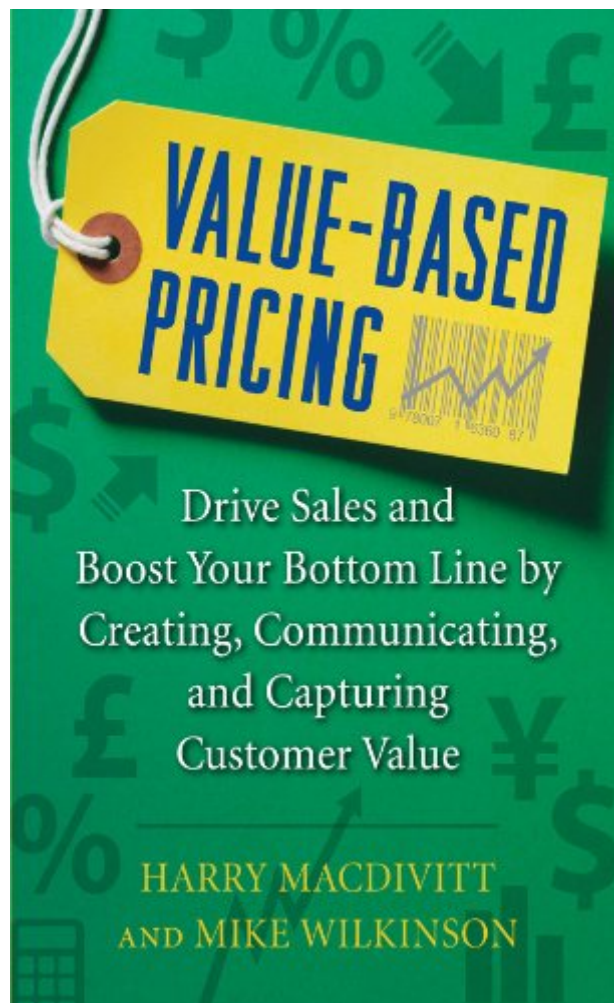


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# Value-Based Pricing: Drive Sales And Boost Your Bottom Line By Creating, Communicating And Capturing Customer Value



## 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

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## Customer Reviews

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 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!

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.

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