



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

By Reed Holden, Mark Burton



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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.



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Editorial Review

From the Inside Flap

Face facts: Customers have never met a price they liked. And they will use every trick in the book to get you to lower your prices and give up profits. The typical business response is to discount, discount, discount—resulting in less revenue and lower profits.

In *Pricing with Confidence*, pricing gurus Reed Holden and Mark Burton offer a radically different solution—one that actually builds revenues and profits without lowering prices. The key? Linking prices to the value delivered. The real trick is to bring people from marketing, product development, sales, and senior management into the process of discovering and defending the value you create for customers.

Holden and Burton show you how you can get everyone in your firm to feel 100% confident in your pricing—no matter what customers are saying or how fierce the competition. By following the ten simple rules outlined in *Pricing with Confidence*, you will be able to hold steady or even raise prices while your customers experience increased value for every dollar they spend. The result is increased revenues and profits.

Pricing with Confidence is a road map for senior leadership in sales, marketing, finance, and pricing to work together to outperform the competition. *Pricing with Confidence* is organized into ten simple and practical rules to help senior leaders tackle rampant price discounting, negotiate with poker-faced customers, and protect the value a company works so hard to create.

From the Back Cover

Pricing with Confidence

Pricing is hard. If you get it wrong, you lose profits, revenue, or both. This book is your road map for getting pricing right. Here is a sampling of the rules you need to follow if you want to stop leaving money on the table:

Rule One: Replace the Discounting Habit with a Little Arrogance

Who says you have to discount? See how one company kicked the end-of-quarter discount habit and increased revenue seventeen percent and profits thirty-seven percent, grabbing \$300 million off the poker table.

Rule Two: Understand Your Value to Your Customer

Your customers are eager to tell you. Are you ready to listen? By focusing on value delivered, Phillips garnered twenty-five percent of the price-competitive lamp market. See how Phillips did it.

Rule Three: Apply One of Three Simple Pricing Strategies

One of these three simple strategies will work for you. See how Dell stumbled with the wrong pricing strategy and how it recovered.

Rule Five: Price to Increase Profits

Revenue is good, but profits are better. Southwest Airlines and JetBlue have figured this out and avoided "dumb-bell pricing." Here's how you can, too.

Rule Eight: Build Your Selling Backbone

Use the first seven rules to add confidence as you sell to tough customers. Find out how a supplier of commodity electronics grabbed an extra \$12.5 million off the table in a tough customer negotiation.

About the Author

Dr. Reed K. Holden is founder of Holden Advisors, a pricing consulting firm that specializes in working across product, marketing, pricing, and selling functions to improve pricing performance. Dr. Holden is an Adjunct Associate Professor at Columbia University. He has been speaking professionally for twenty years and is a regular keynote speaker on pricing and customer value. He can be reached at rholden@holdenadvisors.com.

Mark R. Burton is cofounder and Vice President of Holden Advisors. He speaks frequently at Fortune 2000 events and conferences, and has developed leading-edge, risk-based models for the pricing industry. He can be reached at mburton@holdenadvisors.com.

For more information, please visit: PricingWithConfidenceBook.com

Users Review

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Gary Lane:

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