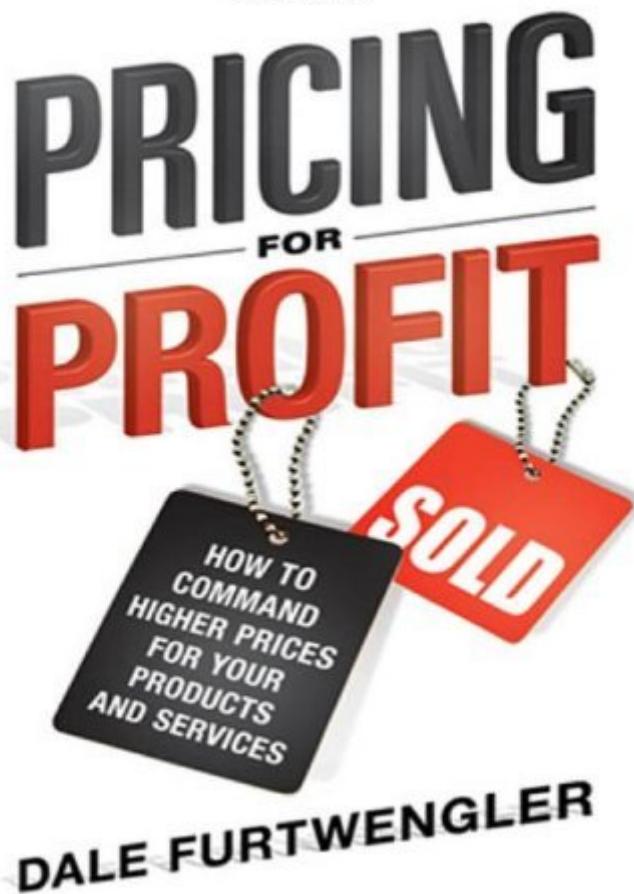


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Pricing For Profit: How To Command Higher Prices For Your Products And Services

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Synopsis

Many small business owners are trapped by industry pricing and market misconceptions, when they could be compensated for the true value of the product or service being offered. The low price they feel compelled to offer limits their ability to generate profits which, in turn, slows their response to changing customer needs. The good news is that a business can command almost any price it chooses by focusing on the value not the cost to the customer. "Pricing for Profit" shows businesspeople how to break out of the stranglehold of industry pricing and charge more for their wares (regardless of the competition) without alienating their customers. Filled with easy-to-use formulas, sample scripts, clear examples, instructive exercises, and more, this accessible and practical guide is a must-read for business people who want to be well paid for the value they provide.

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Customer Reviews

I loved it. I found this to be a wonderful book. I haven't read too many books on pricing. But I hope this book has been written before because it should have. If it hasn't, then two thumbs up for the author for putting it together for ANYONE involved in business. There's an introduction and 10

chapters. And I found it to be well organized and well written. See the Search Inside feature that provides for this book. There you can see the full Table of Contents which is fairly detailed. Pricing is one of those things the startup specialist or small business owner has to be expert at establishing or else they will be leaving money on the table or scaring off potential customers. It's always possible to be charging too much for what you sell, or not enough. How do you decide what the "just right" price to charge is? Well, there is no easy answer. But by reading this book you should have a pretty good idea of what the issues are you'll have to think about when setting your prices. When I was a SCORE volunteer I always told my clients who were contemplating a startup or already in business for themselves to NEVER compete on price. Only the large shops with many selling locations and lots of capital can compete on price. The Wal Marts are what I'm talking about. The little guy can only compete by providing niche products (or services), customized products (or services), unique products (or services), or super high quality products (or services). These are the things that take a product or service out of the commodity realm and into the speciality realm. And when you sell a specialty product or service, then you can sell it for what it is worth (think value - not price competition).

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