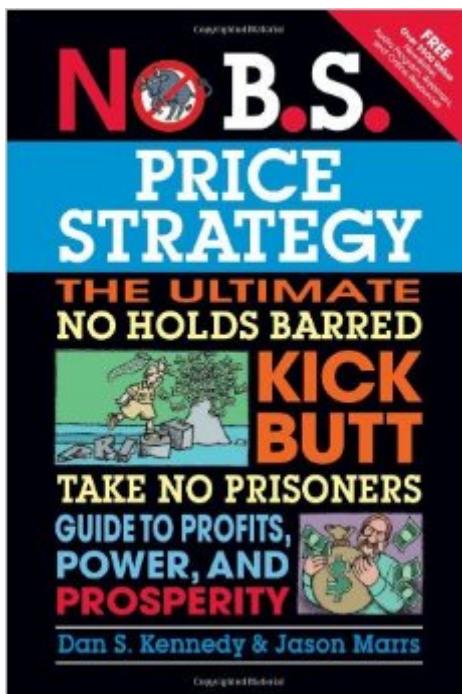


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# No B.S. Price Strategy: The Ultimate No Holds Barred Kick Butt Take No Prisoner Guide To Profits, Power, And Prosperity



## Synopsis

Millionaire maker Dan S. Kennedy and pricing/marketing strategist Jason Marrs empower small business owners to take control of their profits by taking charge of the source: their price. Entrepreneurs are dared to re-examine their every belief about pricing and take a more creative, bold approach, using price to their extreme advantage and allowing them to be as profitable as possible. Liberating small business owners from all fear and timidity toward pricing, Kennedy and Marrs teach small business owners uncover how to avoid the 9 ultimate price and fee failures including excess concern about competitors' lower prices, attracting customers who buy by price, and not offering premium pricing options. They also reveal how to discount without damage, the secret to price elasticity, how to break free from the price-product link, and, most importantly, how to set prices for the greatest profits. Kennedy and Marrs disclose little-known revelations about the power of pricing including: the 9 ultimate price and fee failures; the trick behind discounting without devaluing; the 5 price-related propositions to be concerned with; the million-dollar secret behind 'FREE' • how to win price wars with competitors; Includes access to price strategy support tools at [www.simplepricingsystem.com](http://www.simplepricingsystem.com); Covers pricing strategies specific to recessions

## Book Information

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## Customer Reviews

This book has the fierce arguments for a courageous pricing approach that one would expect from

Dan Kennedy. However, I purchased the book hoping it would help me decide on pricing for an upcoming event. No go. There is a story in the introduction about the Harrisons being about to price a new event at \$2000 and Kennedy not only arguing with them but also putting money down on the claim that he (Kennedy) could make a go of it at \$10,000 a head. It turns out that the event sold out at \$4500. Yet all of us know people who have priced something high and had no one sign up. Nowhere in the book is there any kind of checklist or discussion of how someone can reasonably well know, apart from being brave or chicken, whether or not the market will bear a certain price - or whether you can engineer it to do so. Nowhere is it discussed with sufficient clarity what else you have to have in place to be able to successfully charge premium prices. All in all, this book will get you thinking about your pricing but it doesn't explain how to satisfy the wondering. Of course, you can test, but there is a huge opportunity cost (and cost in hard cash) if you test and fail.

Length: 0:54 Mins

I was very impressed how detailed this book goes into pricing strategies. I was surprised how much psychology is in this book and how it affects buying decisions, and more importantly, profitability. I first learned about 'business' in an academic environment by studying economics during my MBA program. Unfortunately many of the macro concepts taught in academia, do not always reflect the realities of buyers decisions in the real world at the micro level. This book delves deep into how pricing affects your customers' perceptions and how discounting can increase sales in the short term, but may also decrease customer satisfaction, loyalty, and referrals in the long run. This is only one of many concepts in the book. Price elasticity is a fascinating subject especially when explained with the interesting stories and examples in this book that will help you apply them to you and your business. I recommend this to any business owner, or other marketing strategists to use with your clients. The amount of value in this book will be paid several times over with your business, or your clients' companies.

You will absolutely LOVE this book if you:

- Have no problem with continual self-aggrandizement
- Are fond of shameless self-promotion (93 times at last count)
- Enjoy recurring diatribes on government, particularly Obamacare
- Look forward to poorly edited work, particularly run-on sentences
- Relish re-reading the same ideas through redundant reiteration

There are few new or interesting ideas. You have to wonder whether the pricing strategies apply universally or just to businesses that cater to the wealthy:

- Here are several examples they laud:
- Bugatti cars that cost

upwards of \$1,000,000. -Motoart, a company that sells desks made from airplane parts for \$5,000. -Allen Brothers which sells steakhouse meats online for upwards of \$50/lbs. -His own marketing consultancy that charges \$18,800 per day.Kennedy and Marrs claim customers of ANY business care far more about the benefits than price which certainly isn't universally true. Also note the above examples, customers are geographically independent meaning the customer wouldn't necessarily have to literally walk through the front doors. Bugatti example might be an exception. But hey, if customers don't live in the area, what's a \$3,000 first-class plane ticket for someone already dishing out seven figures for a car.Honestly, they advocate a rather reckless "Just Do It" attitude with little if any cautionary advice.

These two are pure American salesmen. Nobody does it better. There are four authors of the book and they tag team from chapter to chapter adding a different point of view, which makes the overall organization feel choppy. Kennedy and Marr are the main players here. Kennedy has written many books and the formula is evident. The book provides much valuable content, which you could get from a close read of Nagle. This is just a much easier way to learn it. (Although I have seen much of this content in other books, this book gives no end of book references to the work of others, except their acquaintances or their own work, which is done in context. Many of the references are very valuable sites.The book also includes relentless driving of you to their own websites. This is one of Kennedy's tenets - get the buyer to pay you the privilege of buying more from you (and get it upfront) i.e. buying the book is an upfront fee prior to buying more! They hold with value-selling and value pricing but this is one of the weaker descriptors for that state. I prefer Davis for that.Kennedy's description of niche and subculture markets is useful territory for salespeople to help better define the perfect customer. Niche is an occupational/vocational attribute Subculture is interest, belief, activity attribute.Although much of the content is useful for B2B, the real client for this book is a small business person. Just as Nagle's work is really for the Fortune 500. Buy the book for your Kindle - it is a useful read, but this is not the "final " book on value/ premium pricing. It is a good "dose of salts" to most business people. Much of Kennedy's library is discounted on .

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