



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

By Harry Macdivitt, Mike Wilkinson

[Download now](#)

[Read Online](#) 

**Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value** By Harry Macdivitt, Mike Wilkinson

## 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.

 [Download Value-Based Pricing: Drive Sales and Boost Your Bo ...pdf](#)

 [Read Online Value-Based Pricing: Drive Sales and Boost Your ...pdf](#)

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

*By Harry Macdivitt, Mike Wilkinson*

**Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value** By Harry Macdivitt, Mike Wilkinson

## **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.

**Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value** By Harry Macdivitt, Mike Wilkinson **Bibliography**

- Sales Rank: #732362 in Books
- Published on: 2011-10-10
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .90" w x 6.30" l, 1.60 pounds

- Binding: Hardcover
- 288 pages



[\*\*Download\*\* Value-Based Pricing: Drive Sales and Boost Your Bo ...pdf](#)



[\*\*Read Online\*\* Value-Based Pricing: Drive Sales and Boost Your Bo ...pdf](#)

## **Download and Read Free Online Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson**

---

### **Editorial Review**

#### **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.

### **Users Review**

#### **From reader reviews:**

##### **George Valentine:**

Now a day folks who Living in the era where everything reachable by match the internet and the resources inside it can be true or not involve people to be aware of each data they get. How many people to be smart in getting any information nowadays? Of course the correct answer is reading a book. Reading a book can help folks out of this uncertainty Information especially this Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value book as this book offers you rich info and knowledge. Of course the data in this book hundred % guarantees there is no doubt in it as you know.

##### **Kim Phillips:**

Spent a free time for you to be fun activity to do! A lot of people spent their spare time with their family, or their very own friends. Usually they performing activity like watching television, gonna beach, or picnic within the park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your own personal free time/ holiday? Could possibly be reading a book might be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of publication that you should read. If you want to test look for book, may be the guide untitled Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value can be excellent book to read. May be it might be best activity to you.

##### **Cora Blanchette:**

You can get this Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value by visit the bookstore or Mall. Just simply viewing or

reviewing it may be your solve issue if you get difficulties for your knowledge. Kinds of this e-book are various. Not only by simply written or printed but also can you enjoy this book through e-book. In the modern era just like now, you just looking by your local mobile phone and searching what their problem. Right now, choose your own ways to get more information about your reserve. It is most important to arrange yourself to make your knowledge are still update. Let's try to choose correct ways for you.

### **Irving Tarkington:**

Guide is one of source of expertise. We can add our know-how from it. Not only for students but native or citizen have to have book to know the change information of year to be able to year. As we know those ebooks have many advantages. Beside most of us add our knowledge, also can bring us to around the world. By the book Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value we can take more advantage. Don't you to definitely be creative people? For being creative person must prefer to read a book. Simply choose the best book that suited with your aim. Don't become doubt to change your life by this book Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value. You can more pleasing than now.

**Download and Read Online Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson  
#EY6OT1G37H5**

# **Read Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson for online ebook**

Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson books to read online.

## **Online Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson ebook PDF download**

**Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson Doc**

**Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson MobiPocket**

**Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson EPub**

**EY6OT1G37H5: Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value By Harry Macdivitt, Mike Wilkinson**