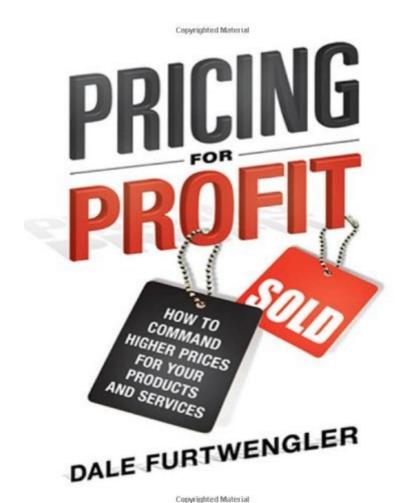
## The book was found

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



c.upyrighteu materiai



# 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.

## **Book Information**

File Size: 1796 KB

Print Length: 240 pages

Publisher: AMACOM (September 2, 2009)

Publication Date: September 2, 2009

Sold by: A Digital Services LLC

Language: English

ASIN: B002QMKT1U

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #896,668 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #100 in Books > Business & Money > Management & Leadership > Pricing #254 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling > Management #3758 in Books > Business & Money > Marketing & Sales > Sales & Selling

### 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).

#### Download to continue reading...

Pricing for Profit: How to Command Higher Prices for Your Products and Services What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Linux: Linux Command Line - A Complete Introduction To The Linux Operating System And Command Line (With Pics) (Unix, Linux kemel, Linux command line, ... CSS, C++, Java, PHP, Excel, code) (Volume 1) Talking Prices: Symbolic Meanings of Prices on the Market for Contemporary Art (Princeton Studies in Cultural Sociology) Coin World 2014 Guide to U.S. Coins: Prices & Value Trends (Coin World Guide to Us Coins, Prices & Value Trends) Gardening For Entrepreneurs: Gardening Techniques For High Yield, High Profit Crops (Farming For Profit, Gardening For Profit, High Yield Gardening) UNLIMITED E-COMMERCE SUPPLIERS SYSTEM: How to the find the best products, best prices and best suppliers for your e-commerce store (E-Commerce from A - Z Series Book 2) Pricing Photography: The Complete Guide to Assignment and Stock Prices Profit Maximization: 5 Unique Ways to Increase Your Revenue, Decrease Your Costs, and Maximize Your Profit in 30 Days or Less! Higher! Higher! (Leslie Patricelli board books) SEO Ranking Hacks: Optimize Your Listing to Rank Private Label Products Higher and to Increase Sales on Words that Sell, Revised and Expanded Edition: The Thesaurus to Help You Promote Your Products, Services, and Ideas A Guide to Exporting from the USA: A Guide to Exporting Your Company Products and Services from

the USA Words that Sell: More than 6000 Entries to Help You Promote Your Products, Services, and Ideas The Art of Explanation: Making Your Ideas, Products, and Services Easier to Understand Speak To Sell: Persuade, Influence, And Establish Authority & Promote Your Products, Services, Practice, Business, or Cause FBA: Product Research: Complete Expert Guide: How to Search Profitable Products to Sell on (FBA, Product Research, How to Find the Best Products to Sell on Book 1) Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs)

<u>Dmca</u>