

10 Years of Pricing with Confidence: Improving Practice Plan



If pricing is one of the best levers for us to impact revenue and profit in our companies, why do so many companies mess it up?

For 10 years, *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table* has been guiding executives on how to provide a better profit plan and deliver on the promise of pricing.

Below is an Improving Practice Plan to start preparing for improving your pricing confidence. Follow along as you watch each video to record key takeaways and changes you want to drive in your organization.

Rules	What are your key takeaways?	What changes do you want to make in your organization?	What's the impact of those changes?
What's Your Pricing Purpose?			
Rule 1: Replace the Discounting Habit with a Little Arrogance			
Rule 2: Understand the Value You Offer to Your Customer			
Rule 3: Apply One of Three Simple Pricing Strategies			

Rule 4: Play Better Poker with Customers			
Rule 5: Price to Increase Profits			
Rule 6: Add New Products and Services that Give You Negotiating Flexibility and Growth			
Rule 7: Force Your Competitors to React to Your Pricing			
Rule 8: Build Your Selling Backbone: Teach Your Sales Force and Managers to Negotiate with Value			
Rule 9: Take Simple Steps to Move from Cost-Plus to Value-Based Pricing			
Rule 10: Price with Confidence: Remember Who You Are			

In what ways can you contribute to achieving breakout growth in your organization?

What preparation or assistance is needed to enable you to take action?

Thank you for celebrating 10 Years of Pricing with Confidence with us! One of our core values is Client Improvement – Your Improvement! We hope this series was useful to you. If our team can answer any questions or help you achieve your goals, please contact us at:

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Best of luck in your pricing endeavors,

The Entire Holden Advisors Team