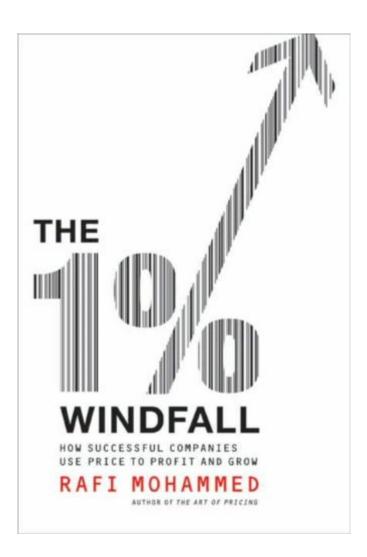
The book was found

The 1% Windfall: How Successful Companies Use Price To Profit And Grow





Synopsis

Leading pricing expert Rafi Mohammed shows businesses how to reap a financial windfall and foster growth using the underutilized and often overlooked strategy of setting prices. The 1% Windfall reveals how modest incremental changes to an everyday business practicea "pricinga" can yield significant rewards. Illustrating the power of pricing, a study of the Global 1200 found that if companies raised prices by just 1%, their average operating profits would increase by 11%. Using a 1% increase in price, some companies would see even more growth in percentage of profit: Sears, 155%; McKesson, 100%; Tyson, 81%; Land O'Lakes, 58%; and Whirlpool, 35%. The good news is that better pricing is more than simply raising prices. Instead, the key is to offer customers a variety of pricing options. This strategy is win-win: profits to companies and choices for consumers. But how do executives and managers set the right price? Underpinned by sound empirical research and real-life anecdotes, The 1% Windfall addresses this fundamental question. This book offers guidelines that any companya "whether a multinational conglomerate, a small business, or even a nonprofitâ "can follow to create a comprehensive pricing strategy for any product or service. In addition, these versatile techniques and tools provide solutions to avert a slump in a recession, offset the impact of inflation, or battle a new competitor. The result is a mind-opening, clear blueprint for com-panies to price for profit and growth.

Book Information

File Size: 449 KB Print Length: 259 pages Page Numbers Source ISBN: 0061684325 Publisher: HarperCollins e-books; 1 edition (February 27, 2010) Publication Date: March 16, 2010 Sold by:Â HarperCollins Publishers Language: English ASIN: B003A7I2KK Text-to-Speech: Enabled X-Ray: Enabled Word Wise: Enabled Lending: Not Enabled Enhanced Typesetting: Not Enabled Best Sellers Rank: #96,658 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #7 in Books > Business & Money > Management & Leadership > Pricing #10 in Kindle Store > Kindle eBooks
> Business & Money > Education & Reference > Business Mathematics #27 in Kindle Store >
Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling > Management

Customer Reviews

Rafi Mohammed is an economist who consults on pricing strategy. The 1% windfall refers to the large impact on operating profits resulting from small adjustments to price. â œA study by McKinsey & Company of the Global 1200 found that if they increased their prices by just 1%, and demand remained constant, on average each companyâ [™]s operating profits would increase by 11%.â • The book is about creating a portfolio of pricing options to appeal to as many customers as possible, thus maximizing profit. a contract foundation of better pricing involves setting prices that capture the value that customers place on a product or serviceâ | Value-based pricing uses the next-best alternativeâ [™]s price as a starting point and then adds or subtracts based on product attributes.â • Mohammed explains his profit maximizer analysis to find the most profitable price. Prices can be structured to overcome various obstacles. â œPick-a-plan pricing tactics are classified into four core groups: (1) ownership alternatives, (2) uncertain value, (3) price assurance, and (4) financial and other constraints. â • The author discusses 16 alternative pricing approaches to address these concerns. For example, flat rate pricing can make it easier to customers to budget rather hourly billing. Adding premium and entry-level versions of a product can broaden the customer base. â œCompanies also benefit from current customers who choose to upgrade to more profitable products (as Southwest Airlines discovered with its Business Select ticket versions). â •The author suggests holding a pricing summit with sales and customer service staff.

Download to continue reading...

The 1% Windfall: How Successful Companies Use Price to Profit and Grow Gardening For Entrepreneurs: Gardening Techniques For High Yield, High Profit Crops (Farming For Profit, Gardening For Profit, High Yield Gardening) Grow: How Ideals Power Growth and Profit at the World's Greatest Companies Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures Charts Don't Lie: 10 Most Enigmatic Price Behaviors in Trading: How to Make Money Exploiting Price Actions (Price Action Mastery Book 2) The Valuation of Financial Companies: Tools and Techniques to Measure the Value of Banks, Insurance Companies and Other Financial Institutions (The Wiley Finance Series) Offshore Companies: How To Register Tax-Free Companies in High-Tax Countries LLC: Quickstart Beginner's Guide to Limited Liability Companies (LLC Taxes, Limited Liability Companies Guide) Firms of Endearment: How World-Class Companies Profit from Passion and Purpose (2nd Edition) The Brand Flip: Why customers now run companies and how to profit from it (Voices That Matter) Wiley Not-for-Profit GAAP 2014: Interpretation and Application of Generally Accepted Accounting Principles (Wiley Not-For-Profit GAAP: Interpretation ... of GenerallyAccepted Accounting Principles) Profit Maximization: 5 Unique Ways to Increase Your Revenue, Decrease Your Costs, and Maximize Your Profit in 30 Days or Less! Home Staging for Profit: How to Start and Grow a Six Figure Home Staging Business in 7 Days or Less OR Secrets of Home Stagers Revealed So Anyone Can Start a Home Based Business and Succeed Earl Nightingale Reads Think and Grow Rich (Think and Grow Rich (Audio)) High Tech Start Up, Revised and Updated: The Complete Handbook For Creating Successful New High Tech Companies Apples Grow on a Tree (How Fruits and Vegetables Grow) Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results Built to Last: Successful Habits of Visionary Companies (Harper Business Essentials) The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies

<u>Dmca</u>