



Mastering Services Pricing: Designing pricing that works for you and for your clients

Kevin Doolan

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The definitive guide on how to price services to deliver profit, fund for product development and meet the needs of the customer/client at a price they are happy to pay.

As traditional manufacturing companies move to service provision, how should they price their services? What pricing model should they develop and what buyer behaviour model should they nurture? What will happen if you get your services offering right, but your pricing model wrong?

Mastering Services Pricing shows you how to create pricing that allows you to deliver maximum profit *and* high client satisfaction.

- Learn that the ‘cost plus’ model won’t work for service provision
- Understand how your competitors will use pricing to gain market share, create growth and tie in existing customers
- Recognise that *Product pricing is coercive, services pricing is collaborative*
- Understand that services pricing includes lots of ‘frees’
- Understand market positioning and how this affects your price and how you can communicate this to clients
- Discover how to maximise profit and client satisfaction
- Be confident in your pricing strategy by having a sound basis for your decision making

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Leonard Dail:

Spent a free time for you to be fun activity to accomplish! A lot of people spent their free time with their family, or their own friends. Usually they accomplishing activity like watching television, going to beach, or picnic in the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your free time/ holiday? May be reading a book can be option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of publication that you should read. If you want to try look for book, may be the publication untitled Mastering Services Pricing: Designing pricing that works for you and for your clients can be excellent book to read. May be it could be best activity to you.

Christian Robbins:

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