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The toughest challenge that business-to-business sales professionals and leaders face today is dealing with the margin-draining games played by the economic or procurement buyer to gain additional

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by Reed K. Holden is a very
good book for those in
procurement. The negotiating
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text focus on the selling model that the author teaches. It is a very good model for those working in this field.

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concessions. Premier pricing strategist and sales consultant Reed K. Holden gives you the powerful new strategies and tactics you need to protect your margins and get the right deal. Holden guides you through

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recognizing what purchasing negotiators are really up to, keep value at the forefront of negotiations, and avoiding the mindless discounting that wrecks profitability. Holden details eight strategies for

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limited by procurement. The modern procurement function is purchasing on steroids. Where traditional purchasing managers negotiated, procurement officials attempt to dictate. Procurement deploys a

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level the procurement playing field by showing readers how to assess the game procurement plays, describing proven ways to resist discounting and protect margins, demonstrating ways to keep

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increasing sales without
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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

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more than happy to defend Your 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

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different Quantify your
differences and build a
value-based strategy
Communicate your value
directly to your customers
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essential for you to

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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

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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

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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

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