

# PRICE VS. VALUE MANAGEMENT

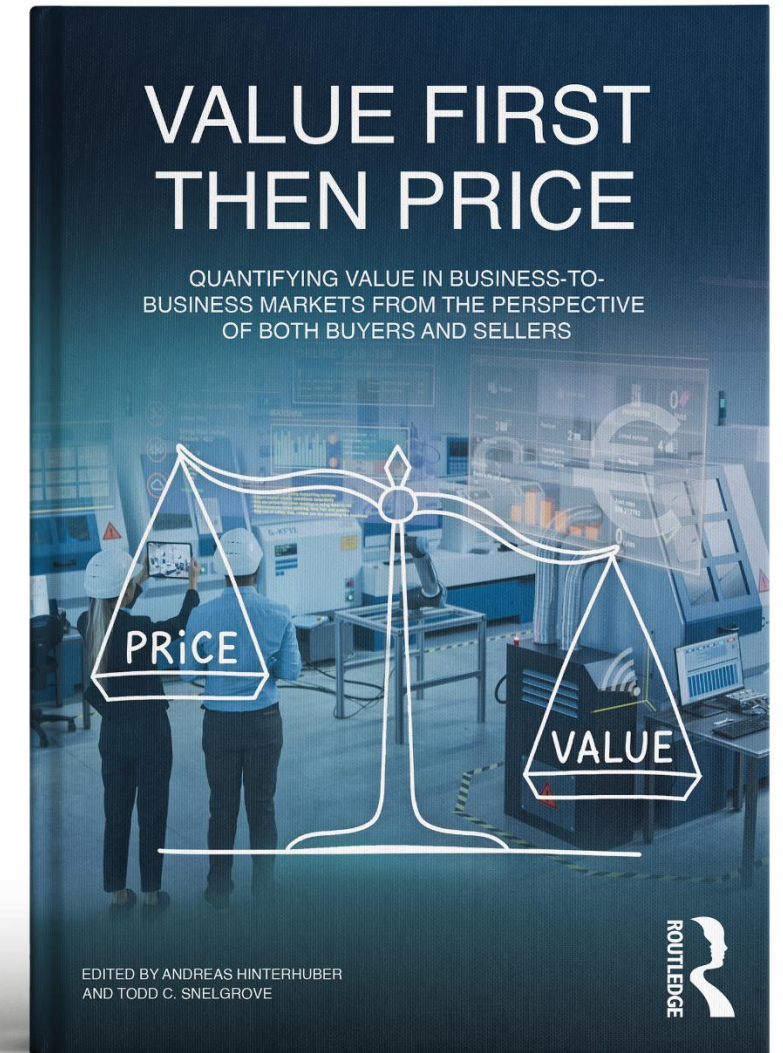
“A failure to understand value... will result in a disconnect between what product teams are building, what pricing teams are pricing, what marketing is communicating, and what sales teams are selling, leading to fewer profitable sales and poorer financial performance,” - Dr Thomas Nagel

Todd works across all aspects of Commercial Excellence to help companies create, communicate, calculate, sell, and price for value.

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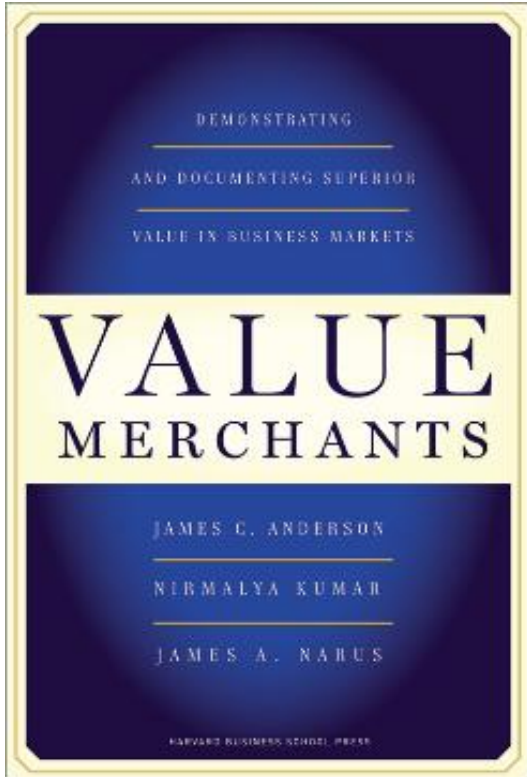
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# What is the prize for doing this right?



- Companies that sell and price for value are 24% more profitable than their industry average, 36% more than those that are strong in a cost/market share Monitor Deloitte 2012.
- Closing rate increases of 25% creating customized cases.
- Reduced discounting.
- Sales Cycle Speed up.
- Higher customer retention – less churn
- Doubled Net Operating Margin
- Double Digit Percent Improvement on Profitability\*\*
- 20% higher Net Promoter Score\*\*
- Sales Win Rate 80% Higher \*\*
- 25% Larger Deal Sizes\*\*



[Acing Value-Based Sales \(mit.edu\)](https://mitsloan.mit.edu/Article.aspx?id=AA012024001)

In today's global business environment, customers perceive more and more products as commodities. Therefore, it is vital to be able to prove why its products and services can deliver real measurable value"

Tom Johnstone, CEO SKF

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# FOCUSING ON ALL THE ELEMENTS TO BE ABLE AND WANT TO SELL VALUE

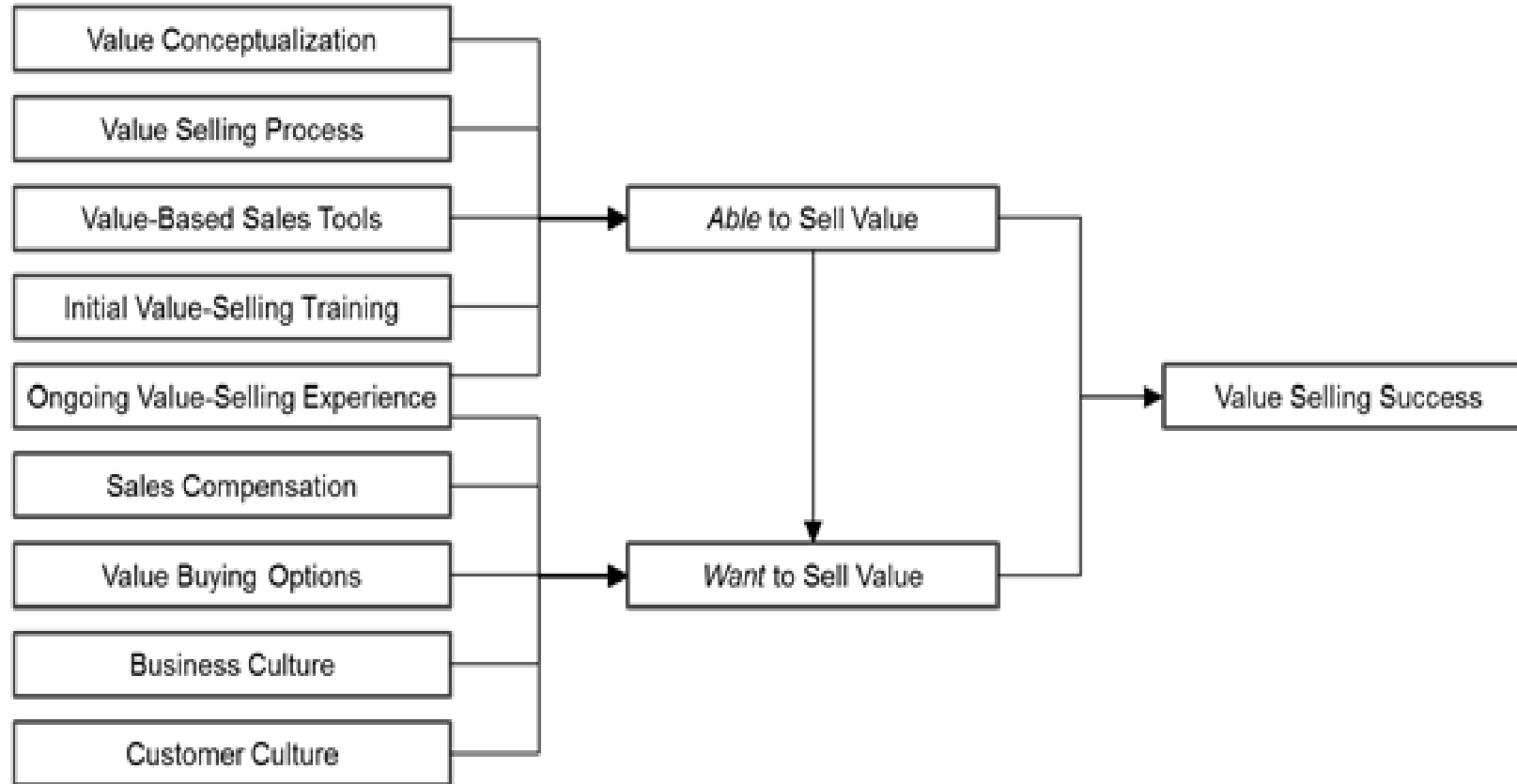


FIGURE 8.2 WHAT CAUSES VALUE-SELLING SUCCESS?



# Companies That Buy and Sell Based on Best Value Are More Profitable

(Todd's conferences keynotes/research)



## Academia



## Procurement



## Government



## Associations



# Todd's Consulting Clients (from keynotes to long-term engagements)



# Experts In Value - Journey and tools to get paid for value



## Value

Identification

So What ?

Calculations –

References / Ranges



## Tool

Creation / Templates

Requirements

Build / Load selected Tool



## Marketing

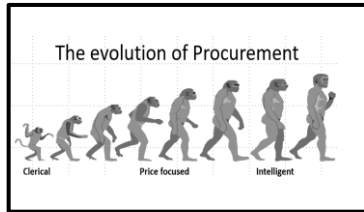
PPT Value Material

Sample ROI Sheets

Whitepaper

Distribution Value Prop

Conferences - Customer /  
Distributor



## Training

Selling Value

Winning With Procurement

Understanding Numbers – Cash  
Flow BE

Dealing with Assumptions

Selling Services

Negotiation Strategy

Tool - Hands On

Role Play



## Selling

Ideal Customer Profile

Process, Tools (CRM)

Channel Strategy

Hiring, Job Desc, Bonus

Sales Management

Sales Coaching



## Pricing

Product / Service price

Decoy / Bundling

Performance Contracting

Servitization

Best Contracts Practices

\*Pricing Analytics

Making Industry More Profitable –  
Creating, Calculating, Communicating, and Pricing for Value

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# EXPERTS IN VALUE

***Helping Companies  
Be More Profitable By Creating, Calculating,  
Communicating, and Profiting Based on Value...***



***“Even at Half the Price it can  
be Twice the Cost”***

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