

1. Record Nr.	UNINA9910153251103321
Autore	Doolan Kevin
Titolo	Mastering services pricing : designing pricing that works for you and for your clients / / Kevin Doolan
Pubbl/distr/stampa	Harlow, England ; ; New York, United States : , : Pearson, , [2015] Â©2015
ISBN	1-292-06338-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (292 pages)
Disciplina	658.816
Soggetti	Service industries - Prices Professional corporations Fees, Professional Customer services Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Contents -- About the author -- Publisher's acknowledgements -- Author's acknowledgements -- Preface -- Introduction -- 1 How clients buy services -- THE DATA -- ROCKET SCIENCE -- RELATIONSHIP ADVICE -- ROUTINE WORK -- THE FIVE CRITERIA -- PRICING ROCKET SCIENCE -- PRICING RELATIONSHIP ADVICE -- PRICING ROUTINE WORK -- 2 Cost-plus pricing and beyond -- COST-PLUS PRICING -- CLIENT-DRIVEN PRICING -- COMPETITION-DRIVEN PRICING (MARKET-DRIVEN) -- HOW SERVICE FIRMS COMPETE -- WHAT NEXT? -- CLIENT MESSAGING -- THE COMPETITIVE LANDSCAPE - WHAT IS YOUR MARKET POSITIONING? -- NEW SERVICE LAUNCHES - SETTING THE MARKET PRICE -- 3 Pitching for work -- PITCHING FOR ROCKET SCIENCE -- PITCHING FOR RELATIONSHIP ADVICE -- THE LINK BETWEEN CHEMISTRY, LIKEABILITY AND PRICE -- PITCHING FOR ROUTINE WORK -- RETENDERS -- POST-PITCH NEGOTIATION ON PRICE -- THE TACTICS OF PITCHING -- 4 Negotiating price -- PRICE AND SCOPE ARE LINKED -- A SMALL REDUCTION -- MAJOR REDUCTIONS -- CLIENTS ON HISTORICALLY LOW RATES -- DEALING WITH PROCUREMENT -- JUST HOW STRONG IS YOUR RELATIONSHIP? --

NEGOTIATING WITH PROCUREMENT -- NEGOTIATIONS AND ROUTINE WORK -- 5 The pricing lever -- STRATEGY 1 - INCREASE YOUR PRICES -- STRATEGY 2 - WORK HARDER -- STRATEGY 3 - WORK SMARTER, NOT HARDER -- STRATEGY 4 - CUT OVERHEADS, REDUCE THE COST BASE -- STRATEGY 5 - CUT PRICES, WIN MORE WORK -- 6 Alternative fees -- OPTION 1 - FIXED FEES -- OPTION 2 - PROJECT-BASED COSTING -- OPTION 3 - BLENDED RATES -- OPTION 4 - CAPPED FEES -- OPTION 5 - ANNUAL RETAINERS -- OPTION 6 - CONTINGENT FEES -- OPTION 7 - SUCCESS-BASED FEES -- OPTION 8 - DISCOUNTED HOURLY RATES -- THE CONFIDENT PARTNER -- 7 Pricing tactics -- FREE, NOT CHEAP -- SHOW THE PRICE OF ADDED VALUE -- GIVE THE CLIENT OPTIONS -- DEALING WITH LOWBALLING -- SUPPORTING A CLIENT IN DISTRESS -- THE ULTIMATUM -- PEDESTAL SELLING. DISCOUNTS FOR VOLUME -- ANNUAL PRICE RISES -- HAVING LOWER COST OPTIONS -- TEAM STRUCTURE -- BE IN THE PACK -- MARKET INTELLIGENCE -- TROPHY CLIENTS -- NEGOTIATE WITH THE TOUGHEST CLIENTS AT THE RIGHT TIME -- DIFFERENTIAL PARTNER RATES -- DELIVER WHAT WAS ACTUALLY PAID FOR -- SHOW THE DISCOUNT -- LOWER RATE DOES NOT EQUAL LESS SPEND -- ACT FOR CLIENTS THAT YOU LIKE (NOT THE BULLIES) -- FROM TACTICS TO STRATEGY -- 8 Drivers of value -- TYPICAL STARTING POINT -- CREATING DIFFERENT SERVICES - PART 1: BEST EVER SERVICE -- CREATING DIFFERENT SERVICES - PART 2: LOWEST COST -- CREATING DIFFERENT VERSIONS -- PRICE DISCRIMINATION -- CREATING DIFFERENT SERVICES - STATISTICS AND DATA -- USING EXISTING CLIENTS AS YOUR DIFFERENTIATOR -- MOVING FROM COSTS INCURRED TO VALUE DELIVERED -- THE PERFECT SOLUTION - START WITH VALUE -- VALUE PRICING BY WORK TYPE -- THE BIG QUESTION: DOES VALUE PRICING MEAN THE END OF CHARGING BY TIME? -- 9 Learning from industry -- PRICING ACROSS THE LIFETIME OF A PRODUCT -- PENETRATION PRICING -- LEARNING FROM AIRLINES -- ADD-ONS AND AFTERCARE - DOUBLE THE PROFIT -- UNEXPECTED EXTRA COSTS AND PENALTIES -- INSURERS AND THE POOL -- PRICE MATCHING PROMISES TO (ACCIDENTALLY) STOP COMPETITION -- POWER BY THE HOUR - CHANGING THE SUPPLY DYNAMIC -- 10 Saving clients money -- THE PRICING DILEMMA -- KEY PERFORMANCE INDICATORS EXERCISE -- SPEND REDUCTION PROJECTS -- TARGETED REDUCTIONS -- CONSOLIDATION AND ITS DANGERS -- CREATING AND SHARING SAVINGS -- HIDDEN RESOURCES AND HOW TO USE THEM -- ROCKET SCIENCE -- ROUTINE WORK -- WHEN TO SAY NO -- CLIENTS WHO ALWAYS WANT TO SAVE MONEY -- FINALLY - WHEN DID YOU LAST SAVE A CLIENT MONEY? -- 11 Pricing controls and capabilities -- BUILDING PRICING CONTROLS -- UTILISATION -- THE RATE CARD -- WRITE-OFFS -- ANALYSIS OF CURRENT CLIENTS -- BUILDING PRICING CAPABILITIES BY ROBERT BROWNE. THE ROLE OF PRICING IN THE ORGANISATION -- DEFINING PRICING CAPABILITY -- PRICING NEEDS A HOME -- SUMMARY -- Index.

## Sommario/riassunto

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.

---