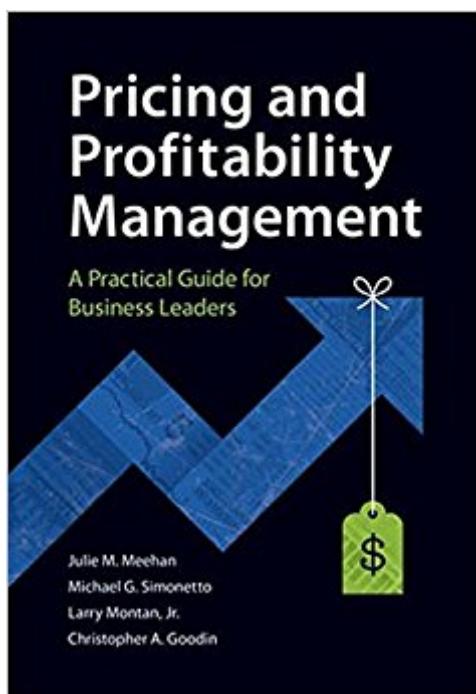


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# Pricing And Profitability Management: A Practical Guide For Business Leaders



## Synopsis

The practical guide to using pricing and profitability management to build a better business A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability, Pricing and Profitability Management explains how to determine the right approach, tools, and techniques for each of six key categories (pricing strategy, price execution, advanced analytics and optimization, organizational alignment and governance, pricing technology and data management, and tax and regulatory effectiveness). Exploring each category in detail, the book addresses how an integrated approach to pricing improvement can give a sustainable, competitive advantage to any organization. The ultimate "how to" manual for any executive or manager interested in price management, the book presents a holistic, comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single-pronged approach. Presents a comprehensive framework for more effectively managing pricing and profitability Identifies the six key categories of pricing and profitability management Shows you how to gain a competitive edge by managing pricing and profitability Taking a comprehensive view of pricing, companies can position themselves to tap a vast source of shareholder value—â the ability to set and enforce profitable prices, not just once, but again and again in response to marketplace changes and evolving business needs—â and this book will show you how.

## Book Information

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## Customer Reviews

Pricing and profitability management may be the most powerful lever that managers can pull to give their businesses a competitive edge in any economic climate. In fact, studies show that 90 percent of pricing investments meet or exceed return on investment (ROI) expectations. Put another way: for any dollar invested in performance improvement, the greatest return comes when it is invested in pricing. Yet despite its proven benefits, many companies still lack the internal capabilities, organizational structure, and information to take advantage of this critical function.

Pricing and Profitability Management touches virtually every corner of a business—Marketing, Sales, IT, Operations, Finance, Accounting, and Executive Leadership. The more an organization can focus on setting and achieving profitable prices, the better it will be able to respond effectively to changing customer, competitive environment, and market conditions. When properly implemented, the strategies discussed in this book can dramatically improve how a company views and operates its entire business. This book demonstrates how a business can apply one of the most promising strategies available today to improve its performance. The experts from Deloitte Consulting LLP present a holistic, comprehensive framework that will enable companies to integrate the six essential pricing competencies (pricing strategy, advanced analytics and price setting, price execution, organizational alignment and governance, pricing technology and data management, and tax and regulatory effectiveness) into a cohesive program that can build a sustainable, competitive advantage and realize gains far beyond what can be achieved with a singular approach. The book offers a comprehensive introduction to effective pricing and profitability management and serves as a reference work for business leaders, professionals, and students who want to sharpen their capabilities and deepen their understanding of this key strategic discipline. It will change the way you think about pricing.

Pricing, done well, offers companies new avenues and opportunities to improve their bottom lines, grow their businesses and make smarter decisions. This book captures the authors' pragmatic, results-focused approach to pricing—and explains how to do it very well. From its emphasis on deep analytics to its broad, holistic approach to creating pricing capabilities and results, this book offers the pricing professional (and all business people) a roadmap to more effective pricing. Jeff Wallis General Manager, Parts Sales and Marketing, Daimler Truck North America In the aftermath of the latest economic recession, many companies are awakening to the power of pricing. In this book, the authors offer practical advice for managers and executives who are interested in leveraging the full power of pricing to improve their own bottom lines. Far from pure theory, it gives you the tools you need to effectively manage price for your organization, regardless of the economic

climate. Tim Belk CEO, Belk Department Stores The authors continue to lead the market with their comprehensive approach to improving pricing for their clients. Pricing and Profitability Management captures their practical thinking on the topic. We have seen their approach and capabilities first-hand working with our joint customers. It is a great read not only for those beginning their pricing journey but also for those who have been working on it for some time. Neil Lustig CEO and President, Vendavo Pricing is a critical discipline that companies must perfect in order to consistently improve financial performance. An integrated approach like the one described in this book offers CEOs and CFOs a blueprint for ensuring that pricing remains a strategic asset for achieving business objectives. Full of insights that can only be gained from years of experience, Pricing and Profitability Management is must-read for anyone in an organization interested in maximizing the power of pricing. Andres Reiner President, Chief Executive Officer and Director, PROS Pricing and Profitability Management breaks new ground in the comprehensiveness and analytical depth of its approach. This is an important book for senior decision-makers in companies who want to utilize the powerful economic and organizational forces associated with the authors' approach to pricing to significantly enhance the performance of their business. James W. Dean, Jr. Dean, Kenan-Flagler Business School, The University of North Carolina Pricing and Profitability Management gives you a game plan to elevate pricing's effectiveness within your organization by clearly identifying common obstacles to improving profitability and addressing the proper strategies to overcome these obstacles. The authors' expertise across multiple geographies, industries, and organization types makes this book a must for senior managers and pricing practitioners alike.

Kevin Mitchell President, The Professional Pricing Society (PPS)

Great overview and very well explained. I used the analysis framework detailed in the book in my thesis and really appreciate the provided method.

Great book! Very helpful and informative.

It is the typical book wrote by a Consulting firm (Deloitte) to guide you to understand the main elements that you need to consider in your Pricing Project. I won't use it as a reference in Profitability Management, the content is poor.

I never received this book.

I chatted to Michael Simonetto a few months back while doing pricing strategy research. He sent along this recent Deloitte's publication and I am very glad he did. My research was already indicating the multilayered needs in a company when looking at strategic pricing . This book carries that thought through into a very comprehensive analysis and several work plans. The case studies are very appropriate and reflect what happens in the marketplace. Among several great quotes;"Pricing strategies simply cannot, and should not, be developed without obtaining direct and meaningful input from customers.""Fix the process first, than add technology,"The authors have a good emphasis on sales execution and how that one needs to very competent in this area well before making any changes to pricing.This is not a book for the trivial reader,yet it should be read by every CEO and the leaders of Sales, Marketing, Finance and Customer Service.

I've read plenty of "big idea" books on pricing. But this is the first one I can remember that goes a step further and actually shows all the nitty-gritty details of how big (and small) ideas can be put to work. That really makes it stand out from the rest. Buy the other books, read them, and sell them back when you're done. You'll want to keep this one.

So many texts and reads on pricing strategy out there... and they all read like stereo-instructions. Until now! A fantastic, insightful, and thorough review of pricing and how it really is the "bottom-line" for any for profit organization. Well written, detailed, and not too academic. Definitely one I am going to share with my colleagues.

If you're in the middle of developing or refining your pricing strategy, you should have a copy of this book. In some cases it might just confirm something you were already thinking, but it will also help guard against things you aren't thinking about at all. That's why I like this book - it doesn't miss anything.

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