

## Smarter Pricing How To Capture More Value In Your Market Financial Times S

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### **Smarter Bank Pricing to Balance Profits and Risk**

Pricing is one of the most powerful growth tools in an entrepreneur's toolkit, but also one of the most misunderstood and underutilized. In fact, in a study of more than 1,000 companies, poor pricing is cited as a top 5 reason why new ventures fail. Being able to build an effective pricing strategy is a critical success factor for any company.

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Smarter PricingHow to capture more value in your market Contents 1. Pricing by voodoo or bingo? there's a better way.CUSTOMERS - SMARTER WAYS TO UNDERSTAND THEM2. When they say price, they really mean value 3. What would you pay for this? perils and pitfalls of pricing research4. Price discrimination segmenting by price sensitivity 5.

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Managers everywhere are devoting more attention to the art and science of pricing. Smarter Pricing helps managers to make more intelligent pricing decisions, implement pricing strategies and structures more effectively in the market, and capture more value for their business.

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Because pricing and legal project management are limited in capacity, they typically focus on large matters but are unable to contribute to smaller ones. People cannot access certain information. A lot of knowledge and experience is siloed within pricing and legal project management teams, which prevents it from being easily or readily accessible to others who need it.

**Pricing - Your Title Quote Platform**

Google is the world champion of pricing excellence. It is able to ascertain from its customers how much they are willing to pay and adjusts its pricing to reflect this. This is the essence of the pricing excellence model. The ultimate goal is to uncover and capture the value that is created for each customer.

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