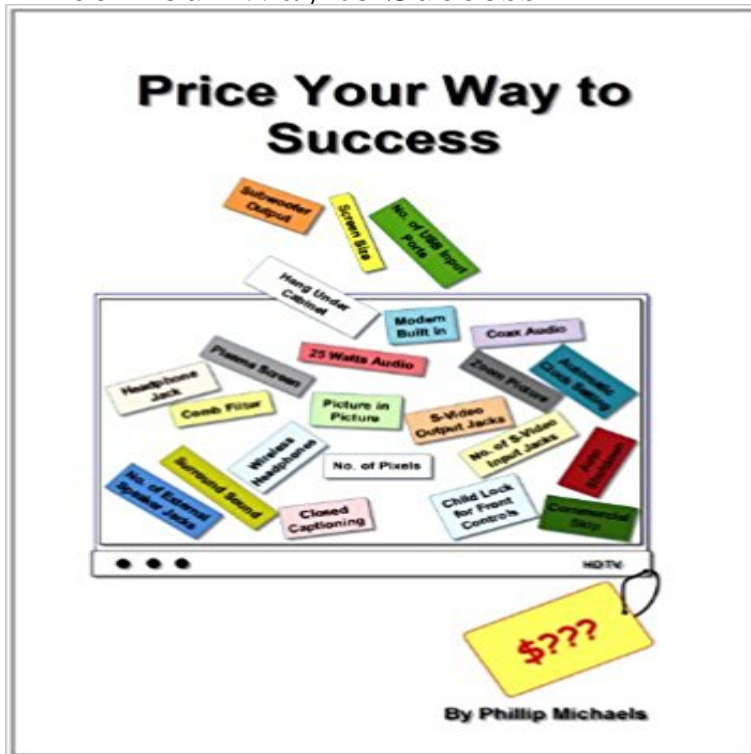


Price Your Way to Success



Price Your Way to Success is all about businesses seeing markets as consumers see them. Consumers don't go looking for an SKU, they look for a set of features. And they never considered features in isolation, feature cost and worth are inextricably linked in consumer buying decisions. The trick exposed in Price is how to turn business decision-making from spreadsheets on steroids into an ordinary trip to the shopping center. Strategic plans and budgets for an entire product line are reduced to a single page of text. Markets are visible and comparable from retail all the way back to manufacturing costs. Executives actually get to effectively control pricing and finance is finally tied directly into the integrated supply chain. Feature Value Marketing (FVM)--the name given to this business approach in Price--is described in detail using real world vignettes to expose the reasoning for FVMs design and evolution. There are also examples of new understandings of specific markets identified by FVM analysis. There are no references to software black boxes that have to be purchased, no allusions to a need for additional consulting-driven organizational change. Price is just solid logical descriptions and deconstructions of business process myths that have been waiting to fall down for 30 years followed by prescriptions and recipes for how to build the replacement processes. This isn't an wordy advertisement for some other product. All of the basic ideas are described here. The first time FVM was used the company simultaneously gained national market share for the product line (from 5% to 37%) and increased the average price of product shipped!

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