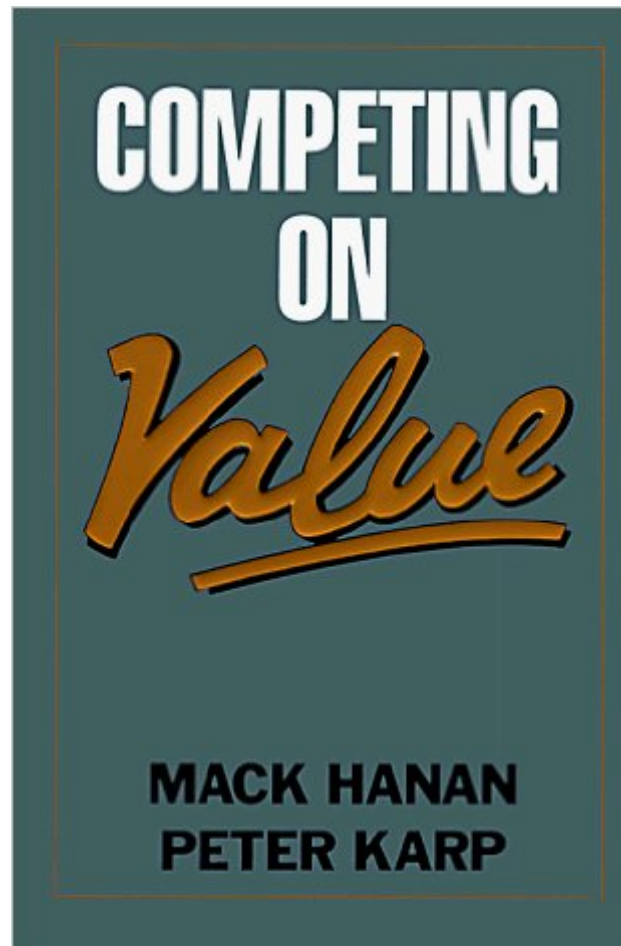


The book was found

Competing On Value



Synopsis

Presents a new approach to selling that emphasizes not competing on the basis of the best price, but the highest value i.e. demonstrating to current and prospective customers that using your products or services will either cut their costs or improve their revenues. Distributed by Gale.

Annotation

Book Information

Hardcover: 150 pages

Publisher: AMACOM (April 22, 1991)

Language: English

ISBN-10: 0814450369

ISBN-13: 978-0814450369

Product Dimensions: 9.5 x 6.5 x 0.8 inches

Shipping Weight: 14.2 ounces

Average Customer Review: 3.7 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #1,610,989 in Books (See Top 100 in Books) #107 inÂ Books > Business & Money > Management & Leadership > Pricing #3923 inÂ Books > Business & Money > Marketing & Sales > Sales & Selling #15763 inÂ Books > Business & Money > Management & Leadership > Management

Customer Reviews

This book discusses VALUE. Value is not what you put INTO your products and services, it is what the customer GETS OUT. Three qualifiers of value are how much, how soon, and how sure--these are what the customer needs to know. Value is applied to impact a customer's business--his profits. Profits come from the customer selling more and/or from reducing costs. Nothing else matters. Four chapters summarize the value strategy: know your value, price your value, sell your value, and control your value. These chapters and this book are invaluable for getting away from selling on features and functions and, instead, competing on value. This book is tremendous in its own right, and it is--or should be--the "prerequisite" for one of Hanan's other books, "Consultative Selling." In summary, this is highly recommended for every company that sells products and/or services.

Here it is, March 2009 and I'm just now getting around to reviewing this book. My apologies to Mack and Peter! Even though the book is quite old (by today's standards) its lessons are timeless. Especially relevant in today's corporate world are the sections on:- how to talk value to different

levels in an organization- understanding how "good enough" can be a devastating opponent- how to reposition your competitor as low valueSome of the examples are a bit dated, but the principles are still highly relevant. This is a great book for both beginner and expert salespeople. It is also relevant for selling "internal" ideas!

Why bother telling something in a long and cumbersome way, if you can say it straight? The authors of the book cover an important concept of the economic value to the customer and its application to sales/business strategy. However, the book will make anyone who received formal business education yawn. It lacks real-life examples AND IS OVERLY REPETITIVE. This could have been a nice and fresh magazine article, instead it turned into a stiff and boring hardcover book.

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