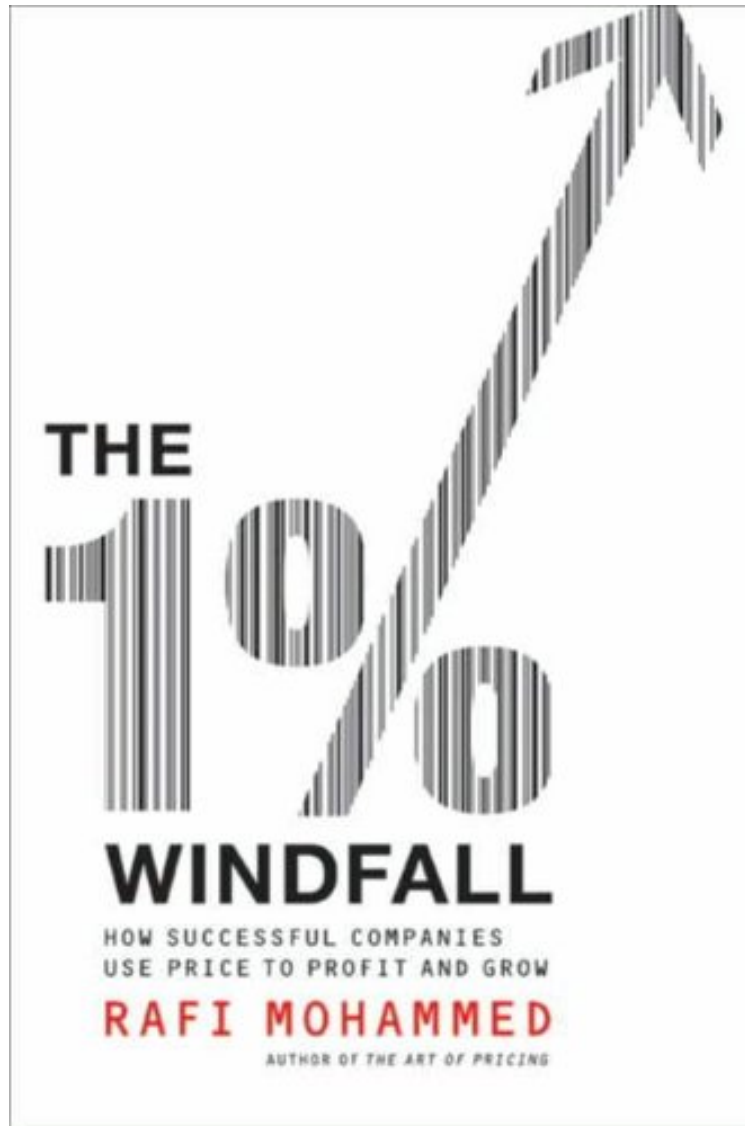


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The 1% Windfall: How Successful Companies Use Price to Profit and Grow

Rafi Mohammed

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Rafi Mohammed : The 1% Windfall: How Successful Companies Use Price to Profit and Grow before purchasing it in order to gage whether or not it would be worth my time, and all praised The 1% Windfall: How Successful Companies Use Price to Profit and Grow:

2 of 2 people found the following review helpful. Creative ideas for pricing based on value, not cost.By Dani LongI could not have finished my business plan without this book. As someone who is new to being in the captain's chair, I was really struggling with how to set prices for services. This book gave me some creative ideas - and rational reasons

for what I was choosing to do. It's not too lengthy a read, not overly jargon-riddled. It gets right to the point. While I wish it had more examples of ways implement some of the strategies, it does give enough to get a person thinking. I bought the digital edition. It was adequate and this was not a book where anything was diminished by going with the digital version. It was nice to have it on my phone AND iPad - I could read it faster because it was always available. 2 of 2 people found the following review helpful. Awesome tips and step-by-step for first time entrepreneurs. By MartinCI've never been a numbers person, I studied media and communications and worked for 10 years doing things like copy-writing, video making, photography, social media, etc. A couple of months ago I decided to start my own company with very little budget from savings. I spent a couple of months doing some research and planning until the question finally appeared: how much you will charge? I freaked out, I had no idea. Actually I had an idea based on what others charge but assuming others were charging correctly didn't quite feel right to me. So I decided to get a book on pricing strategy and picked this one almost randomly (based on customer average reviews). It is great. It has given me enough information to get the right pricing for my services with just enough rationality and without feeling I wish I studied economics. If you actually studied economics, marketing or something like that I guess you won't think and feel like I am right now. For the rest of you: get this book! 0 of 0 people found the following review helpful. Some excellent ideas - well worth the time invested to read and implement. By McTazIf you are a business owner (or at all concerned with your company's longevity and prosperity) this is an excellent book to read with some powerful seeds of ideas, that if you'll take a minute to think about, you can easily integrate into what you're doing. This book helped us increase profits significantly (and all with very small pieces added to what we were already doing).

Leading pricing expert Rafi Mohammed shows businesses how to reap a financial windfall and foster growth using the underutilized and often overlooked strategy of setting prices. The 1% Windfall reveals how modest incremental changes to an everyday business practice can yield significant rewards. Illustrating the power of pricing, a study of the Global 1200 found that if companies raised prices by just 1%, their average operating profits would increase by 11%. Using a 1% increase in price, some companies would see even more growth in percentage of profit: Sears, 155%; McKesson, 100%; Tyson, 81%; Land O'Lakes, 58%; and Whirlpool, 35%. The good news is that better pricing is more than simply raising prices. Instead, the key is to offer customers a variety of pricing options. This strategy is win-win: profits to companies and choices for consumers. But how do executives and managers set the right price? Underpinned by sound empirical research and real-life anecdotes, The 1% Windfall addresses this fundamental question. This book offers guidelines that any company, whether a multinational conglomerate, a small business, or even a nonprofit, can follow to create a comprehensive pricing strategy for any product or service. In addition, these versatile techniques and tools provide solutions to avert a slump in a recession, offset the impact of inflation, or battle a new competitor. The result is a mind-opening, clear blueprint for companies to price for profit and growth.