

GPS








GUIDANCE FOR PRICING SUCCESS



PRICING IS THE MOST POWERFUL PROFIT LEVER IN YOUR BUSINESS - AND IT'S MUCH MORE POWERFUL THAN YOU COULD IMAGINE.

GPS or **Guidance for Pricing Success** is an integrated process that helps your company succeed in pricing and accelerates growth. Trainers teach and leave. Consultants make recommendations and leave. These are short term solutions with short term impact. In contrast, our GPS programs teach you valuable pricing concepts and then hold your hand while you implement them on your specific product initiatives. We are your Guide in the short term so your people can do it on their own in the long term.

Of course, getting your pricing wrong can cost your company millions of dollars, but the deadliest mistakes come from not understanding the fundamental driver of pricing... **VALUE**. How many of these million-dollar mistakes has your company made in the past?

-  You “invested” development resources building features nobody wants or uses.
-  You built ‘cool’ products that are in fact almost impossible to sell
-  You have to deeply discount new products to get anyone to buy them
-  Your new product launches don't meet the business plan
-  Your marketing messages don't capture the attention of your buyers
-  Your website is all about your company and your products, and doesn't compel your customers to buy
-  Your salespeople don't meet their KPIs because they pitch features to buyers, rather than benefits or results

Every one of these million-dollar mistakes has the same underlying cause: your team doesn't understand value. More importantly, your team doesn't understand how your buyers perceive value.

Imagine what could happen when your product managers, marketers, and salespeople truly understand value.



THEY BUILD FEATURES AND PRODUCTS CUSTOMERS LOVE, USE, AND ARE WILLING TO PAY FOR.

They communicate using market messages that resonate deeply with your buyers. Buyers think your products were built just for them, and feel compelled to buy. Lastly, your salespeople are able to help buyers determine how much value they can expect to receive from your products. In other words, your company is able to create, communicate, and capture more value, resulting in your company winning more deals at higher prices.

Maybe you *have* tried to address these before, but without success. Some companies hire pricing consultants; but while consultants are smart, they don't know your product or market well. They make recommendations and are not responsible for the outcomes. Some companies bring in trainers to teach their people. It is usually interesting, but due to inertia and fear, the training rarely gets implemented; nothing changes, and the million-dollar mistakes continue to pile up.

OUR APPROACH IS DIFFERENT:

a balanced combination of training and consulting. Instead of doing it for you, or teaching and then leaving, we guide and support your people as they make crucial decisions.

This leads to a **transformation**. Maybe you want to transform the thinking and effort around a single product. Maybe you want to transform a team of people, up-leveling their skills and effectiveness. Or, maybe you want to transform your entire culture into one where the focus is on value. Regardless of how far you want to drive this, you will need help.

We offer three programs to help you transform your company: **Culture GPS, Team GPS, and Product GPS**. The common theme in all three is we provide you a fractional pricing executive, Mark Stiving Ph.D., whose mission is to teach you and your team how to fish. He's not there to do your pricing, but he will guide you to pricing success by giving you the knowledge, tools, and capability to achieve your goals as a company.

Product GPS



IF YOU'RE LOOKING TO BUILD AND LAUNCH A NEW PRODUCT, OR PROMOTE AN ESTABLISHED PRODUCT, THEN PRODUCT GPS IS FOR YOU.

Your fractional pricing executive (FPE) will work with your product team to make sure they have made the crucial decisions, and made them thoughtfully. He will help your team understand the value of the product to different customers using concepts like Economic Value Estimation and Value Tables.

Using this newfound knowledge of value, they will work through market segmentation in a new and insightful way. Market segments often have very different willingness to pay. Making conscious decisions about market segments is key to pricing and profit maximization (and product development and marketing.)

Once the market segments are selected, the team will focus on price segmentation, how to charge different customers different prices. Even inside a market segment, different buyers have different willingness to pay. Price segmentation captures this.

The final piece of the puzzle is messaging. Once your team knows how different people inside different market segments value your products, it becomes easier to write marketing messages talking about buyers' biggest problems and their expected results. Stop talking about your features.

Imagine if you had this for your next product. How much does that increase the probability of success? How much additional profit do you think your company will make? This huge return likely swamps the cost of the program making ROI a no-brainer.

DELIVERABLES

When you sign up for the Product GPS program for three months, you will receive:



Up to 3 exploratory calls by your FPE to learn about your product and market



Up to 3 memberships into the INSIDER online library of courses at ChampionsofValue.com



Up to 12 weekly group consultations where your FPE leads your team in exercises and discussions to deliver the results described

Team GPS



IF YOU'RE LOOKING TO TRANSFORM A TEAM OF PEOPLE SO THEY LEARN TO MAKE BETTER DECISIONS AND STRUCTURE THEIR WORKFLOW AROUND CUSTOMER VALUE, THEN THIS IS THE PROGRAM FOR YOU.

The Team GPS program begins with an educational component around pricing and value for your entire team. Imagine what happens when everyone on the team thinks and speaks in the same language and concepts, and they are all focused on customer value.

After the formal education, the consultations are used to help your people implement the concepts they were exposed to in class. We start by mastering the concepts of value, and then dive into market segmentation based on value. With these fundamental concepts in their toolkit, your team is now able to better define products that customers value. They can talk about products in a way that resonates with customers. They can have value conversations with customers to learn how much they value your products.

Once value pervades everyone's thinking, your company should easily be able to win more deals at higher prices.

Imagine if your product managers, marketers and salespeople were all driven by understanding and delivering value to your customers. How much does that increase the likelihood of success for your next product? How much additional profit do you think your company will make? This huge return likely swamps the cost of the program making ROI a no-brainer.

DELIVERABLES

When you sign up for the Team GPS program for one year, you will receive:



Up to 10 exploratory calls by your FPE to learn about your product and market



1 day of live training (or equivalent on Zoom) on pricing and value



Up to 10 memberships into the INSIDER online library of courses at ChampionsofValue.com



Up to 50 weekly group consultations where your FPE will lead your team in exercises and discussions on pricing and value



Up to 12 custom podcasts to keep the message of value top of mind

Culture GPS



IF YOU'RE LOOKING TO TRANSFORM YOUR COMPANY CULTURE INTO A CULTURE BASED ON VALUE, THEN THIS IS THE PROGRAM FOR YOU.

The Culture GPS program provides everything in the Team GPS program plus a program to replace your Fractional Pricing Executive with one of your own people. Someone who deeply understands the nuances of pricing and value. Someone who understands how to influence without authority. Someone who is comfortable using data to drive decisions. This describes a Pricing Champion.

While your FPE is implementing the Team GPS program, he is also working with your selected Pricing Champion. Teaching. Coaching. At the end of a year, you will have your own Pricing Champion to deepen the infusion of value within the organization and especially with new hires, even after your FPE is gone.

The goal of the Culture GPS program is to make value and pricing so pervasive that these concepts drive decision making in your company for many years to come. This means year after year winning even more deals at higher prices.

Imagine if your new hires into the roles of product management, marketing and sales are inundated with the company culture that everything you do revolves around value to the customer. The short term successes repeat over and over again. How much does that increase the likelihood of success for your products for the next 5 years? How much additional profit do you think your company will

make because of it? This huge return likely swamps the cost of the program making ROI a no-brainer.

DELIVERABLES

When you sign up for the Culture GPS program for one year, you will receive:



Up to 10 exploratory calls by your FPE to learn about your product and market



2 days of live training (or equivalent on Zoom) on pricing and value



Up to 25 memberships into the INSIDER online library of courses at ChampionsofValue.com



Up to 50 weekly group consultations where your FPE and Pricing Champion lead your team in exercises and discussions on pricing and value



Up to 12 custom podcasts to keep the message of value top of mind.



Up to 50 weekly one on one mentoring sessions between your FPE and Pricing Champion



One company-wide keynote by your FPE on pricing and value so everyone is exposed to the new culture