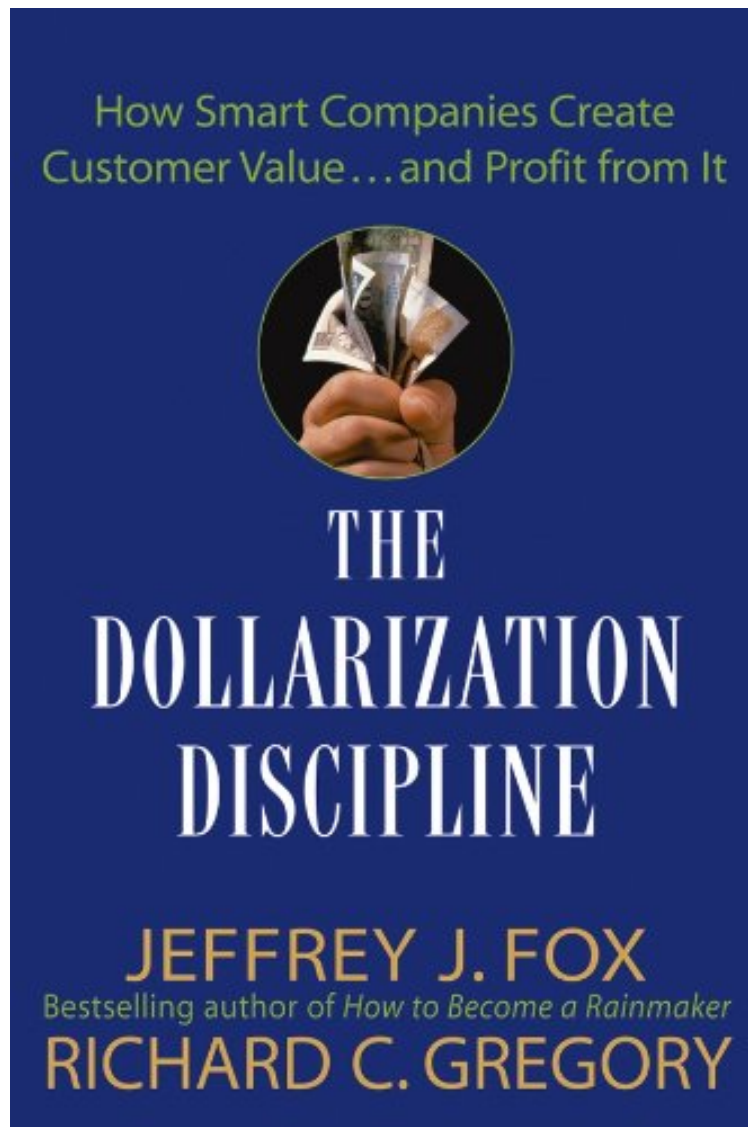


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The Dollarization Discipline: How Smart Companies Create Customer Value...and Profit from It

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point, the author could probably be brief with examples, but the idea that just about everything in the world of business and consumers today should be economically justifiable as a very clear benefit in developing products and services, and then selling them. 0 of 0 people found the following review helpful. Awesome book. I loved it. By Adrian Hedstrom Really good book. I enjoyed every single bit of it. Even though it was written some time ago, it is still very relevant! 0 of 0 people found the following review helpful. Must read By Carlos Reyes Cubides Simple, easy to understand, and includes key concepts that every organization must have to be successful

How companies turn value-added into real profits The Dollarization Discipline shows organizations and marketers how to effectively communicate the economic value created by their products and services. Too often, when companies compete using conventional sales and marketing approaches, they force customers to make financial decisions (how much to spend), based on non-financial arguments (product features and benefits). On this playing field, the company that can show true financial advantage in real dollars and cents wins every time. This book offers a step-by-step strategy for doing just that. Every day, good companies suffer because they create value for customers but aren't able to keep their fair share. This is because most marketers can't fully explain the value customers get from their products, and the argument falls to the lowest common denominator-price. The solution is an approach to sales and marketing that goes beyond articulating features and benefits, but calculates the monetary value a customer receives from a product or service. This enables the seller to price the product as a true reflection of its value-and also let's the seller prove it to the customer! With real case studies and detailed, step-by-step guidance on effective dollarization, The Dollarization Discipline finally offers a practical, straightforward way for marketers and business leaders to prove the value of their "value-added." Jeffrey J. Fox (Gilford, New Hampshire) is the founder and President of Fox Company, Inc., a marketing consulting firm. Fox is also the author of the bestsellers How to Become a CEO, How to Become a Rainmaker, and How to Become a Great Boss. Richard C. Gregory (Farmington, Connecticut) is a Senior Consultant with Fox Company.

From the Inside Flap Jeffrey Fox introduced the concept of Dollarization in his bestselling books How to Become a Rainmaker and How to Become a Marketing Superstar. Now, he and Rick Gregory present this compelling, effective principle in full detail so you can apply it to your business. The Dollarization Discipline shows organizations how to effectively communicate the economic value created by their products and services. Every day, good companies suffer because they create financial value for customers but aren't able to keep their fair share. This is because most marketers cannot fully articulate the value customers get from their products, and the argument falls to the lowest common denominator-price. The solution is an approach to sales and marketing that goes beyond articulating features and benefits, but calculates the monetary gain a customer receives in exchange for the price paid. This book offers step-by-step strategies for doing just that. Dollarization is simple in theory but complicated in practice. Authors Fox and Gregory include helpful charts, how-to steps, and dozens of real-life examples featuring leading companies that illustrate important techniques and help you shape an effective marketing and selling strategy. This book offers strategies and techniques that will interest CEOs, marketing VPs, field salespeople, and everyone in between. Salespeople will learn how to handle price objections, shorten sales cycles, protect business from competition, get appointments, and more. Marketing professionals will learn to apply Dollarization to new product pricing, market segmentation, even advertising and communications. Successful companies prosper by discovering how their customers make money and then aligning resources to help those customers make more money. Dollarization is a core discipline that enables firms to put this strategy into practice. With this book, Fox and Gregory include the step-by-step guidance you need to make Dollarization the foundation of your business strategy. If you believe your company is under-compensated for the real value it delivers to customers, this book will help. Packed with practical advice and real-world wisdom, The Dollarization Discipline presents all the tools and techniques businesses need to turn their value-added into real money. From the Back Cover "GE people realize that our job is to help our customers make money. Dollarization thinking helps us do that." ndash;Damian A. Thomas, General Manager and Corporate Sales Leader General Electric Company "THE DOLLARIZATION DISCIPLINE demystifies the often misused term 'value,' and shows how to become a thought partner and sell the true worth of your offering. This book will pay for itself many times over." ndash;Anthony Parinello, Author, Selling to Vito and Getting the Second Appointment "Strategic marketing begins with an understanding of how a business creates economic value for its customers. This is a core focus for PPG businesses, and THE DOLLARIZATION DISCIPLINE creatively demonstrates how this thinking can be applied to all aspects of sales and marketing." ndash;Dennis A. Kovalsky, Vice President, Automotive Coatings PPG Industries "Read this book and do what it says. Your customers, and your employer, will thank you for it." ndash;John Chickosky, Vice President, FTS Systems "A must-read for any business looking to improve sales growth, profitability, and customer retention." ndash;Dean Graham, Managing Director, CapitalSource Inc. "THE DOLLARIZATION DISCIPLINE presents powerful concepts with practical implementation ideas. Businesses large and small will benefit from putting Dollarization to work." ndash;John Vander Vort, Director, Private Markets Group DuPont Capital Management About the Author JEFFREY J. FOX is the author of the Wall

Street Journal and New York Times bestseller *How to Become a CEO*. He is also the founder and President of Fox Company, Inc., a management consulting firm that specializes in marketing strategy development and sales effectiveness. RICHARD C. GREGORY is a Senior Consultant with Fox Company. He leads Fox's Dollarization Consulting and Training practice, which helps clients develop innovative approaches to articulating and quantifying the value they deliver to their customers.