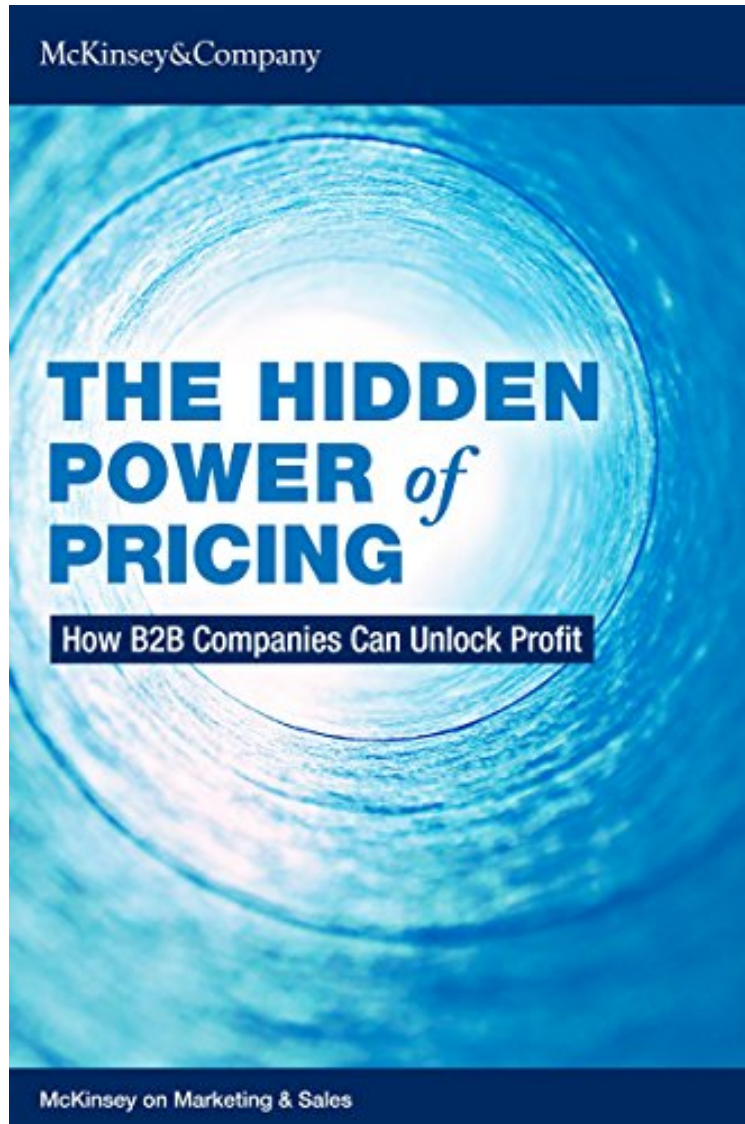


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The Hidden Power of Pricing: How B2B Companies Can Unlock Profit

Jay Jubas, Dieter Kiewell Kevin Chan
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Pricing has the power to lift or lower margins quickly. And yet for many executives today, pricing remains an enigma. How to be proactive and not reactive? How to be a price setter, not a price taker? How to set the right price and actually get it? Complicating executives' efforts to answer these questions is an abundance of data, a dizzying array of analytics capabilities, and greater pricing transparency that has increased purchasing's prowess when it comes to negotiating. Pricing, however, can be a significant source of above-market growth. We have found that those companies that get the most from pricing both nail the basics (e.g., price setting, discounting, and tracking) and build expertise in an array of relevant areas from analytics to face-to-face negotiations. This selection of articles brings together both our and others' insights into what it takes to make pricing a strength.