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Value Merchants Demonstrating And Documenting

"Value Merchants" is written for the business leader or sales manager that sells products to businesses (B2B) who wants to get a better return on their products by quantifying (in terms of dollars) the benefits and savings for their customers to eliminate the need to provide price concessions in order to make a sale.

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Value Merchants : Demonstrating and Documenting Superior Value in Business Markets by James A. Narus; James C. Anderson; Anderson, James C., Jr.; Nirmalya Kumar. Harvard Business Review Press, 2007. Hardcover. Good. Disclaimer:A copy that has been read, but remains in clean condition. All pages are intact, and the cover is intact. The spine may show signs of wear.

9781422103357 - Value Merchants Demonstrating and ...

Value Merchants lays out a solution: Focus your all your efforts from product development to marketing to branding to your sales presentation on the unique value you bring to your customers—and not on being a low price leader.

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Demonstrating superior value is necessary, but it is no longer enough to become a best-practice company in today's business markets. Suppliers also must document the cost savings and incremental profits that offerings have delivered to customers.

BOOK REVIEW: "Value Merchants: Demonstrating and ...

Customer value management enables suppliers to gain a better return on superior value through demonstrating and documenting the superior value that the market offerings do deliver. Yet, it is not a panacea: it is an enabler, not a substitute, for technical prowess; and it is an enabler, not a substitute, for implementation prowess.

Value Merchants

Value Merchants: Demonstrating and Documenting Superior Value in Business Markets An excerpt from a new book by James Anderson, Nirmalya Kumar and James Narus. About Betfair A look at this company launched in 2000 and now the world's number one online betting exchange.

Strategies to fight low cost rivals

Value Merchants: Demonstrating and Documenting Superior Value in Business Markets James C. Anderson , Nirmalya Kumar , James A. Narus Harvard Business School Press , 2007 - Business & Economics -...

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Value Merchants: Demonstrating and Documenting Superior ...

Doing business based on demonstrating and documenting superior value is, indeed, a rare commodity. Yet it doesn't have to be so. By adopting the customer value management approach, value merchants can prevail when they encounter challenges. The approach includes: 1. Conceptualize value. 2. Formulate value propositions. 3. Substantiate value propositions. 4.

"Become a value merchant" by James ANDERSON, Nirmalya ...

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In such an environment, business market firms typically struggle to convince customers of the 'value' of their offerings rather than simply focusing on the price.This book presents a compelling approach that allows suppliers to demonstrate and document superior value compared to the next best alternative from the customer's perspective, thereby elevating the sales force's role to an advisory position.