



Pricing for Profit: How to Develop a Powerful Pricing Strategy for Your Business

By Peter Hill

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Price is the most significant factor affecting the profitability of every business, profit centre or department. When the pressure is on to perform or grow, your instinct may be to discount, undercut your competitors, cut costs and promote through price. Yet these are often the last things you should do. Pricing for Profit is the most practical guide on pricing available. Using a firm, profit-focused framework developed running real projects for real businesses, this book shows you how by getting your pricing structures right you can make a huge difference to your bottom line. It gives business owners, managers and leaders simple, achievable pricing strategies that will deliver sustainable business growth. Can you afford to leave money on the table? If not, Pricing for Profit is the guide for you.

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Editorial Review

Review

Managers, business owners, CEOs, directors, branch managers and department heads

"Like the best business books, *Pricing for Profit* is meant to be actionable. Chapters on creating packages, choices, and options offer new ways to think about what you're offering and how you're selling. And the entire book is filled with action steps to think through how to implement a smarter pricing strategy for your business. Unless you have the whole pricing equation nailed down, you're going to find something in this book that you can put to use in your business."

(Daria Steigman *Solo PR Pro*)

"Hill ...discusses common pricing myths, explains how pricing works best and offers easy-to-implement pricing recommendations that could increase your profits. ...getAbstract recommends this smart, pragmatic manual to 'CEOs, finance directors, sales managers, marketing analysts, accountants and strategic planners,' and to anyone who sells a product or service."

(getAbstract *Inc.*)

"[T]he author provides numerous different suggestions of ways in which prices can be increased in a manner which minimizes the amount of stress and the fear of losing valuable customers...The contents of the book are easily understandable by a business person who has no training in financial management. I highly recommend the book for anyone who runs a business."

(John Gibbs *Notary Public and Top Amazon Reviewer*)

About the Author

Peter Hill is an accountant and business consultant and a partner at Mark Holt and Co. Chartered Accountants and Healium LLP business growth specialists. Hill also runs business seminars on pricing and profit improvement across the UK and internationally, for major banks, including Lloyds, Barclays, HSBC.

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