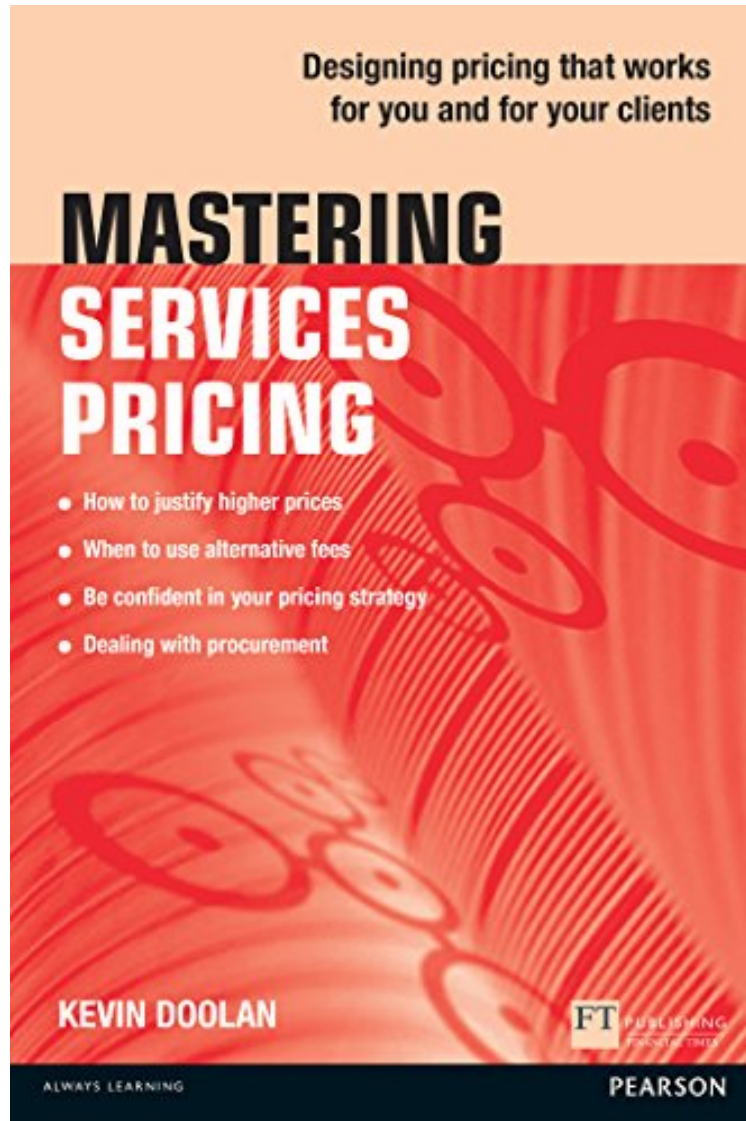


[FREE] Mastering Services Pricing: Designing pricing that works for you and for your clients

Mastering Services Pricing: Designing pricing that works for you and for your clients

Kevin Doolan

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Kevin Doolan : Mastering Services Pricing: Designing pricing that works for you and for your clients before purchasing it in order to gage whether or not it would be worth my time, and all praised Mastering Services Pricing: Designing pricing that works for you and for your clients:

0 of 0 people found the following review helpful. best pricing book I've read so farBy CustomerTop notch; best pricing book I've read so far.0 of 0 people found the following review helpful. Something for the weekend?By CustomerSuch a good book - I read it over a weekend. It makes me wonder what we all did without it. As a lawyer and

now a consultant, pricing is the piece I have struggled most with. Kevin Doolan has given us some very simple and practical tools by which to view pricing plus the wealth of his many years of experience. Unlike most, he's happy to share his mistakes - all very familiar to me. I have bought copies for my team, and booked time for a "pricing workshop" with them next month. Will let you know how we do. Just hope my competitors don't read this. ;-)

0 of 0 people found the following review helpful. THE book on pricing legal services By SHS Kevin Doolan's book nails the pricing topic for legal services. He explains both strategic and tactical pricing, from how lawyers should pitch for work and negotiate pricing, to proposing alternatives to hourly fee arrangements. Doolan makes the concepts easy to understand and gives many real-world examples. I also like the book for buyers of legal services as it lifts the veil on how law firms approach pricing.

The definitive guide on how to price services to deliver profit, fund for product development and meet the needs of the customer/client at a price they are happy to pay. As traditional manufacturing companies move to service provision, how should they price their services? What pricing model should they develop and what buyer behaviour model should they nurture? What will happen if you get your services offering right, but your pricing model wrong? Mastering Services Pricing shows you how to create pricing that allows you to deliver maximum profit and high client satisfaction. Learn that the 'cost plus' model won't work for service provision. Understand how your competitors will use pricing to gain market share, create growth and tie in existing customers. Recognise that Product pricing is coercive, services pricing is collaborative. Understand that services pricing includes lots of 'free' services. Understand market positioning and how this affects your price and how you can communicate this to clients. Discover how to maximise profit and client satisfaction. Be confident in your pricing strategy by having a sound basis for your decision making

From the Back Cover Kevin is a highly engaging teacher. His innovative approach to Value Engineering shows service providers how to collaborate with their clients to positively shape the relationship and make it more valuable, thereby justifying higher prices and delighting the client at the same time. Heidi K. Gardner, PhD, Distinguished Scholar, The Center on the Legal Profession, Harvard Law School

Mastering Services Pricing is a practical guide to creating services pricing that works both for you and your clients. Written by an award-winning expert in the field of pricing, it provides invaluable models, strategies and tactics to ensure that your pricing is designed to deliver maximum profit and to deliver high client satisfaction. Mastering Services Pricing includes:

- How clients buy services
- The impact of price on profit
- A guide to pitching for work
- How to negotiate price
- The tactics of pricing
- How to deal with procurement
- How to justify higher prices
- Alternative fees

About the Author Kevin Doolan is a solicitor and Senior Partner at Eversheds LLP where he is Head of Client Relations. Kevin has an MBA from Henley teaches pricing at LSE, Judge Business School and IE Law School will join the faculty of Churchill College Cambridge where he will be a lead consultant on pricing and business development. He also teaches at Harvard Business School where he developed the Harvard Case Study on Pricing. In 2008 Kevin won an FT Innovation Award for 'Project Bridgers', which developed new approaches to pricing.