

How Smart Companies Create
Customer Value...and Profit from It



THE DOLLARIZATION DISCIPLINE

JEFFREY J. FOX

Bestselling author of *How to Become a Rainmaker*

RICHARD C. GREGORY

FOX
GREGORY

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Dollarization Discipline How Smart Companies Create Customer Value And Profit From It

Cengage Gale



Dollarization Discipline How Smart Companies Create Customer Value And Profit From It:

The Dollarization Discipline Jeffrey J. Fox, Richard C. Gregory, 2004-09-03 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 lets 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 [The Dollarization Discipline](#) ,2005 **Smart Calling** Art Sobczak, 2020-06-04 Master cold calling and eliminate rejection forever In the newest edition of Smart Calling Eliminate the Fear Failure and Rejection from Cold Calling celebrated author and sales trainer Art Sobczak packs even more powerful insight into what many people fear prospecting by phone for new business This best selling guide to never experiencing rejection again has consistently found its way into the Top 20 in Amazon's Sales category because its actionable sales tips and techniques have helped many minimize their fears and eliminate rejection The newest edition builds upon the very successful formula of the last edition to help sales professionals take control of their strategy and get more yeses from their prospects With new information this info packed release provides powerful sales insights including The foundational concepts of cold calling featuring real life examples you can carry with you into your sales career Multiple case studies and messaging from successful salespeople across the globe providing even more insight into what works and what's a waste of your time New methodologies that are proven to push you past your fear and into the world of successful prospecting Free access to Art Sobczak's Smart Calling Companion Course where he builds on the many techniques and strategies in the book and will update it with new material and tech resources so that you will always have the current best practices and tools If you're failing to convert your prospects into dollars Smart Calling will help you push past the obstacles holding you back until you're an expert at taking a no and turning it into a yes

Consultants & Consulting Organizations Directory Cengage Gale, 2009-05-12 Finanzielle Nutzenrechnungen im technischen Vertrieb und Marketing Lucas W. Heilmann, 2015-12-02 Die Arbeit beschreibt die Rekonstruktion eines generischen Prozesses zur Entwicklung finanzieller Nutzenrechnungen Sie identifiziert neun Entwicklungsstufen und leitet mittels empirischer Beobachtungen abzustimmende Fragestellungen sowie angestrebte Ergebnisse ab Vier fallstudienbasierte Forschungsk Kooperationen mit mittelständischen Unternehmen dienen als detaillierte Referenzbeispiele Anhand der Implementierung finanzieller Nutzenrechnungen zeigt der Autor Herausforderungen und formuliert Handlungsempfehlungen zur Lösung typischer Problemszenarien American Book Publishing Record ,2003 The British National Bibliography Arthur James Wells, 2005 **Consultants & Consulting Organizations Directory: Descriptive listings and indexes** ,2009 *Crafting Customer Value* Peter Duchessi, 2002-01-01 The Art And Science In Today's Competitive Marketplace Customer Value A Combination Of Product And Service Benefits That Creates Value In The Minds Of Customers Is The Key Variable For Business Success This Book Illustrates How Successful Companies Set Clear Business Direction Formulate A Customer Value Strategy Design And Implement New Business Processes Develop A Loyal Cadre Of Employees Institute Effective Quality Programs And Deploy State Of The Art Information Systems **Value-Based Marketing for Bottom-Line success** J. DeBonis, Eric Balinski, Phil Allen, 2002-12-12 To be successful in today's marketplace a company must integrate its traditional business functions to provide superior value to targeted customers This means creating an offering that echoes in the customers consciousness as a great deal for them Why Because the value provided serves customers best interests In so doing a business succeeds attracts new customers and is able to continually improve the value offered to existing customers Value Based Marketing for Bottom Line Success provides a 5 step model and critical tools necessary for creating and managing a successful Value Delivery marketing strategy Customers buy value not product or features They buy from the company that provides the most value And they buy what's in their best interest Consequently the secret to customer retention and growing value relationships with customers is to always make it in their best interest to do business with you by providing the best value in the marketplace Value Based Marketing for Bottom Line Success 5 Steps to Creating Competitive Value offers a Value Creation and Delivery process which will help a company to compete profitably in its marketplace by 1 identifying the value expectations of target customers 2 selecting the values on which it wants to compete 3 analyzing the ability within the organization to deliver that value 4 communicating the value 5 delivering the value promised it's a targeted laser strategy directed at chosen value segments that are profitable for the supplier This text offers a customer value creation model which shows how to create and sustain competitive advantage while delivering customer value and offers a method for quantifying customer lifetime value CLV which enables a company to identify which customer value segments it should target **Customer Value Investment** Gautam Mahajan, 2008 The Customer is the ultimate driver of a business Customers buy products and services that give them more value and this value is what gives one

company the winning edge over another Using the unique Customer in Center concept this pathbreaking book explains how investing in Customer Value can increase the market share and profitability of a company It shows companies how they can be driven by Customers and their needs and how sustained business success can be achieved through Customer Value Investment In addition to clearly explaining key terms and basic concepts insightfully illustrated with caselets tables graphs and key points in each chapter the book explains how companies can Move beyond Customer management and satisfaction to loyalty Become market leaders and improve business results Understand the value they provide to Customers Improve service quality and loyalty Set up Customer Circles and build Customer Conduits Understand competitive strategies and preempt competition Measure Customer capital *Customer Education* Adam Avramescu, 2019-01-10 Today s software companies can t afford to be passive with their customers As software moves to the web and becomes more consumerized software companies can only grow if their current customers renew and grow over time Otherwise those customers will leave creating a leaky bucket of revenue So what are smart innovative companies doing before they end up with severe churn problems Forward thinking companies invest in Customer Education early as a way to drive customer growth and maximize lifetime value in a scalable way Over time this function has the potential to differentiate a company in the market Consider this book a survival guide to investing in a Customer Education function including How to drive a Customer Education strategy across your customer lifecycle Tips for creating killer content that will actually lead to customer performance What tools to implement as part of your technology stack Measurement strategies for improving your content and showing ROI And more

Reviewing **Dollarization Discipline How Smart Companies Create Customer Value And Profit From It**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Dollarization Discipline How Smart Companies Create Customer Value And Profit From It**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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