



**The Business Edge**  
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**August 6th 2014: Pricing to Market – The Secrets of Value Based Pricing**

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Do you feel you are leaving money on the table when you price your products? Do you get upset when your sales people give a discount to close the sale? Are you using a pricing model that is bottoms up: add % mark-up to get to the selling price? I will talk about Value Based pricing – there are three steps to this pricing model. It is simple and direct. It is a good way to analyze your pricing approach. The model considers the market and pricing to the conditions in the market. Even if you think you are selling a commodity product – there may be pricing wiggle room. Are all the products

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**Featured Guest**



**Valerie Pelan**

Valerie Pelan consults with business leaders and business owners on challenges they are facing in their companies. The value based pricing is a result of working with business owners who wanted to price more competitively and wanted to measure their results against revenue targets.

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