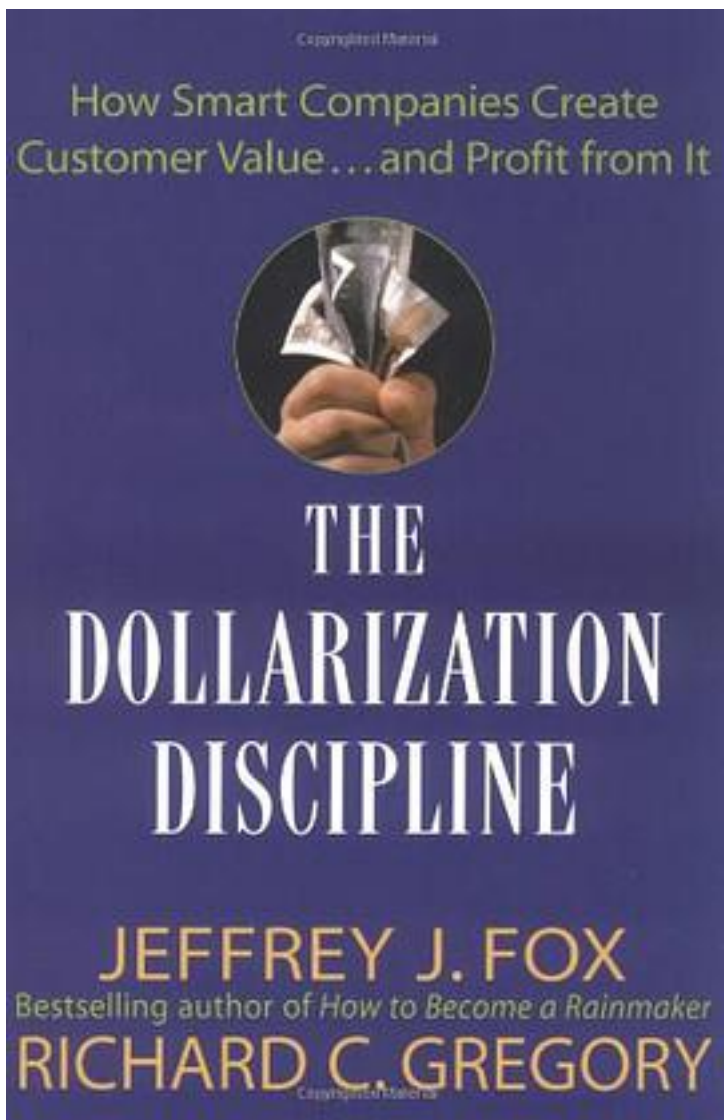


# The Dollarization Discipline



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## 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 let's 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.

## From the Inside Flap

Jeffrey Fox introduced the concept of Dollarization in his bestselling books *How to Become a Rainmaker* and *How to Become a Marketing Superstar*. Now, he and Rick Gregory present this compelling, effective principle in full detail so you can apply it to your business. The Dollarization Discipline shows organizations how to effectively communicate the economic value created by their products and services. Every day, good companies suffer because they create financial value for customers but aren't able to keep their fair share. This is because most marketers cannot fully articulate 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 gain a customer receives in exchange for the price paid. This book offers step-by-step strategies for doing just that. Dollarization is simple in theory but complicated in practice. Authors Fox and Gregory include helpful charts, how-to steps, and dozens of real-life examples featuring leading companies that illustrate important techniques and help you shape an effective marketing and selling strategy. This book offers strategies and techniques that will interest CEOs, marketing VPs, field salespeople, and everyone in between. Salespeople will learn how to handle price objections, shorten sales cycles, protect business from competition, get appointments, and more. Marketing professionals will learn to apply Dollarization to new product pricing, market segmentation, even advertising and communications. Successful companies prosper by discovering how their customers make money and then aligning resources to help those customers make more money. Dollarization is a core discipline that enables firms to put this strategy into practice. With this book, Fox and Gregory include the step-by-step guidance you need to make Dollarization the foundation of your business strategy. If you believe your company is under-compensated for the real value it delivers to customers, this book will help. Packed with practical advice and real-world wisdom,

The Dollarization Discipline presents all the tools and techniques businesses need to turn their value-added into real money.

作者介绍:

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