

Pricing Power

The practical guide to higher profits



Building pricing power is the most effective way to higher profits. 1% price increase typically results in a 4-7% profit increase. This makes price the most important profit lever. But how can you increase prices without losing customers to competition?

Pricing Power is the first pricing book that answers this question in a simple and practical manner, making it directly applicable in your company. Whether you're an tech-entrepreneur or leading a multinational corporation, this book is a must read.

In his book, Joris Smits guides you step by step using a variety of cases, examples, illustrations and clear tips and tricks. Central theme in the book is how to set prices based on perceived value.



About Joris Smits

Joris Smits is a passionate pricing expert who supported numerous companies in a variety of industries in improving their pricing policies. His mission is helping companies getting the best possible price for the value they deliver. Joris has a background in pricing and strategy consulting and currently holds the position of Global Strategic Pricing Capability Leader at Cargill Inc.

Praise for *Pricing Power*

"Joris Smits has written the book we've all been waiting for. Pricing Power is complete, accessible and practical." - Gert Jan van der Hoeven, Founder and Managing Partner, H2 Equity Partners (renowned Dutch Private Equity firm)

"Very well written book with simple tips to improve your pricing strategy. De shortest route to profitability! The practical questions at the end of each chapter help you get going immediately." - Jeroen Peters, CEO of Mennens, Market leader in Lifting & Construction Equipment

"Pricing Power: Practical-Pricing-Principles: Pricing Power contains a large number of cases, examples, illustrations and useful tips for entrepreneurs, marketers and salespeople in B2C and B2B to get started right away" - Expert review on managementboek.nl (renowned online book retailer)

Average review score on the two major Dutch online book retailers:



Included in **top 3 management books** of the largest media platform for Entrepreneurs in the Netherlands (deondernemer.nl)