

# Qtek Newsletter

## No 3 Autumn 2007



### Welcome

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Hi  
This is the third edition of Qtek. It's aimed at sales and marketing professionals in IT, Telecommunications and Technology companies.  
Best regards

*Alistair Fox*

### Quotations

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*"Never forget that only dead fish swim with the stream."* Malcolm Muggeridge

*"People can come up with statistics to prove anything. 14% of people know that."*  
Homer Simpson

### Quick links

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...to the website

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### Article: How to optimise the price

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Pricing decisions in IT and technology companies are often the preserve of the finance department, but the best pricing strategy can only be developed with a good knowledge of the customer and a clear understanding of what they value. In this article, [How to optimise the price](#), we discuss the relationship between price and value.



### Pricing : Do you win on price?

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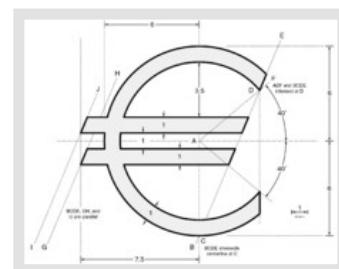
It sometimes surprises me how little focus pricing gets from the sales and marketing functions. Perhaps it's because we believe it requires expert finance involvement.

For most complex products the price is a qualifier, not a deal winner. You win attributes like quality, availability or expertise, although I still meet salespeople who have a superior product but say they win on price. The key thing, as the two articles aim to demonstrate, is to understand the relationship between price and value, and then maximise the perceived value. But a word of warning - don't get too clever. For example a fixed line supplier claims to be "cutting its call package prices" but the introduction of a call "set up fee" means that an 8sec call to a UK mobile voice mail costs the equivalent of £8 per minute!

### Article: Maximising value

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One of the best things that marketing can do to support sales is maximise the value of the product or service to the customer. That requires marketing to understand the customer, present a complete solution and differentiate the solutions against your competitors. In this short article [Maximising value](#), we discuss these issues and the importance of perceived value.



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