



# Mark Burton

*A pricing authority offers  
action plans that build profits  
while outperforming the competition*

## Testimonial

[Mark's] recent value proposition workshop was received very well by all levels in the organization. The team really appreciated his real life examples of companies pricing and value proposition decisions . . . The team left the workshop with actionable items to build customer strategies and value propositions to support higher profitability for their customers and themselves. The resounding response from the attendees was to do more of these workshops and to broaden the audience.

— SENIOR MARKETING EXECUTIVE,  
FORTUNE 500 TECHNOLOGY  
COMPANY



Mark Burton is a leading marketing and pricing strategist with more than 16 years of experience in fast-paced industries, like IT outsourcing, semiconductor, financial and business services, and enterprise software maintenance. As co-founder and vice president of Holden Advisors, Mark is responsible for client deliverables and the firm's consulting operation. Prior to Holden Advisors, he was a director at Strategic Pricing Group, where he was known as the architect of several groundbreaking solutions to client pricing problems.

Mark speaks at Fortune 200 company events and B2B marketing conferences. He co-developed and leads the Services Pricing Certification program for The Professional Pricing Society. When sharing his expertise with audiences, Mark often peppers his presentations with examples and insights from the book, recently released, that he co-authored with colleague Reed Holden, *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table* (John Wiley & Sons, 2008). Mark's writings are frequently published in business periodicals like *Marketing Management*, *The Journal of the Professional Pricing Society*, and *The Journal of Financial Transformation*.

Whether you need a keynoter, breakout session speaker, or workshop leader, this pricing guru has a program for your audience. Some of Mark's programs include:

### When to Fire a Customer—and Why You Might Not Have to

Do you have a customer who never deliver the volume promised . . . or hounds your customer service people . . . or always pay late? Mark says think about firing such customers. He will explain how to:

- Identify customer who cost you money
- Turn unprofitable customers into profitable ones
- Fire high-maintenance customers
- Gain a negotiating edge over price-focused buyers

### Kick the Discounting Habit

Prices must reflect the value of the offering, be acceptable to the customer, and 'work' within current market conditions. In this session, Mark teaches:

- How to determine the real value drivers in a customer's business
- How to reliably predict the right price for the right solution
- The basics of bundling products, services and solutions to create pricing leverage

### Do You Really Know Your Buyers?

Only by having a deep understanding of the different types of buyers that you will encounter, can you customize your offerings and prices for each. In this program, Mark will share how you can:

- Identify customer types
- Develop the best pricing strategies for each type
- Recognize that pricing is wrong for a customer type



**ESPARZA SPEAKERS**

2200 WILSON BLVD., #102-364 • ARLINGTON, VA 22201-3324

PHONE: 703.243.1620 • WEBSITE: [WWW.ESPARZASPEAKERS.COM](http://WWW.ESPARZASPEAKERS.COM)