



# Reed Holden

*Pricing expert Holden helps execs tackle rampant price discounting, negotiate with poker-faced clients, and protect their company's value!*

## Testimonials:

"Our entire team was fully engaged by Dr. Holden with his substance, message and style—and it can be a challenge to captivate seasoned sales professionals like those on my team! [He] imparted lessons that will have an immediate impact on our results in a very competitive market as he helped reinforce our focus on knowing and listening to our customers in order to effectively price our services."

— PAT BERKELBAUGH, SVP OF SALES,  
NORTH AMERICA REGION

## LSG Sky Chefs

"I've worked with a large number of speakers. [As] someone who knows his stuff, and can engage in constructive give-and-take with an audience, Reed Holden is simply one of the **best!**"

— NOEL CAPON, R.C. KOPF PROFESSOR  
OF INTERNATIONAL MARKETING

 Columbia Business School

"Reed is a master of communicating pricing strategies to the sales organization. He ... provides them with tools to overcome obstacles presented by their customers. Reed has helped give our sales organization the confidence they need to have the pricing discussion."

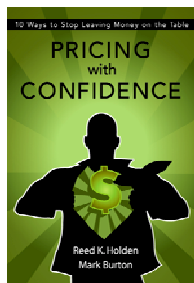
— Brent Melancon, Sr. Director, Global  
Cardiovascular



A nationally known pricing expert and popular speaker, Reed Holden is founder of a leading consultancy that works with global companies to design and implement value-driven pricing strategies to increase profitability in highly competitive markets. A true industry pioneer, Reed conceived of and advocates for a process, known as the Value Discipline<sup>SM</sup>.

In this age of rapid globalization and commoditization, business leaders in every industry face the challenge of setting prices that match the value of their offerings without losing customers or market share. Reed is ready to share with executives and their teams valuable insights and profitable strategies, such as:

- How value-based pricing gives sales reps the confidence needed to pass on money-losing sales
- How to turn unprofitable customers into profitable ones
- Why resetting price won't solve a revenue shortfall
- 10 ways an organization can help its sales team avoid reactive discounting



Reed's latest book, *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table* (John Wiley & Sons, 2008), provides a practical framework and compelling examples for his presentations. Co-authored with colleague Mark Burton, the book converts a wealth of quantitative research into pragmatic ideas that provide sales, marketing, finance, and pricing leaders an action plan to outperform the competition. Reed also co-wrote *The Strategy and Tactics of Pricing* (2<sup>nd</sup> and 3<sup>rd</sup> editions), as well as *Profitable Pricing: Guidelines for Management*.

Reed is a former CEO of Strategic Pricing Group, which grew by 85% annually during his tenure, and an adjunct professor at Columbia University's Executive Education Program. He is also a frequent keynote for Professional Pricing Society and PriceX, and a speaker The Conference Board, SAP Sapphire, and CIO Decisions and many Fortune 500 companies. Reed also guest lectures at Boston University, Boston College, University of Chicago Graduate School of Business, The Management Center of Europe and The Singapore Institute of Management.

Some of Reed's most popular presentations include:

- Are You Caught in the Pricing Death Spiral?
- Pricing in an Economic Downturn
- When the Market Changes, Do Your Prices?
- How to Introduce a New Product onto the Market



## ESPARZA SPEAKERS

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

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