

“ The Price class was really helpful in understanding how price and value are connected and where it’s appropriate to charge more money to capture value. Application of this principle, coupled with competitive intel, helped me double the revenue in one of our underperforming products less than 6 months after rolling out new pricing/messaging/positioning to the sales team.

— Brian Diaz, Director of Product, Wolters Kluwer nv

Source: Brian Diaz, Director of Product, Wolters Kluwer nv



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