

PRICING AND THE SALES FORCE
Andreas Hinterhuber and Stephan Liozu (editors)
Routledge 2015

Pricing is the moment of truth - all of marketing comes to focus in the pricing decision
E. Raymond Corey, Professor Emeritus, Harvard Business School

Overview

Pricing practices evolve - companies are increasingly implementing pricing strategies that are known to drive profits, such as value-based pricing or other forms innovative pricing approaches. While many companies thus master price setting, price getting is a largely unexplored area for most companies.

Price getting relates to the ability to convert list prices into actually realized prices. This is strictly the domain of the sales force. This book is structured into five sections exploring how selling and the sales force creates value in the context of a company's pricing strategy:

- sales force capabilities: the skills to communicate and capture value
- sales force structure: best practices for deciding how to structure the sales force and sales territories
- selling processes: designing and implementing due process to obtain sales personnel commitment
- sales force compensation: insights into how to align sales force incentive schemes
- sales force support systems: tools and instruments to enable the sales force to perform.

Key sections

PART I: INTRODUCTION

The role of the sales force in enabling price getting: summary overview

PART II: SALES FORCE CAPABILITIES

A framework for assessing sales force capabilities
Matching sales force capabilities to customer needs
Value-based selling and sales negotiation:
Value-based pricing and price communication

PART III: SALES FORCE STRUCTURE

To centralize or to decentralize? Empirical results
Sales force organization, delegation and performance – empirical results
Sales territory alignment and pricing

PART IV: SELLING PROCESSES

The role of due process in pricing: the impact of fair processes in driving sales force performance
Best practices in building robust selling processes

PART V: SALES FORCE COMPENSATION

The role of incentives to drive sales force performance
Best practices on how to change sales force incentive systems
Case studies

PART VI: SALES FORCE SUPPORT SYSTEMS

Tools and methods to enable the sales force to perform
Dashboards, metrics and other IT-based solutions
Case studies

PART VII: SUMMARY AND CONCLUSIONS

Conclusions: building the high-performing sales force

Format

We are looking for approximately 20 academic and practitioner papers. Academic papers are empirical and original, ca. 15 pages; practitioner papers 10 pages. We kindly refer you to the books already published (see Appendix II) for examples of what we are looking for. The process is competitive, we will accept the most promising contributions after a short (double-blind) review process. The key question we ask for both types of paper is:

- What is interesting, counterintuitive about this paper?
- How does this paper advance the current theory and/or current practice of pricing and sales force management?

Next steps

- 30 April 2014: send expression of interest (=tentative title) to Editors
- 30 August 2014: send final papers to Editors; review process starts
- 30 November 2014: notification of acceptance to authors; minor changes possible
- 30 December 2014: final papers sent to publisher
- 2Q 2015: "Pricing and the sales force" is published (Routledge)

Editor contacts

Please contact the Editors for any questions you may have. Before starting to work on your submission, please contact us: We will send out formatting guidelines to prospective authors. We look forward to receiving your thoughts and submissions!

Andreas Hinterhuber, Hinterhuber & Partners: andreas@hinterhuber.com

Stephan Liozu, Value Innorruption Advisors: sliozu@gmail.com

Appendix I: About the Editors

Editors:

Andreas Hinterhuber, Hinterhuber & Partners & Stephan M. Liozu, Value Innorruption Advisors

Profiles:

Andreas Hinterhuber is a Partner of HINTERHUBER & PARTNERS (www.hinterhuber.com), a consultancy specialized in strategy, pricing, and leadership.

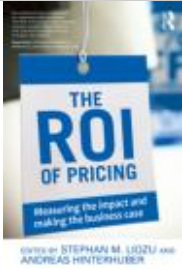
He is also a visiting professor at Bocconi (Milan, Italy) and at USI Lugano (Lugano, Switzerland) and was acting Chair of the Department of International Management at the Katholische Universität Eichstaett-Ingolstadt (Germany). Previously he was a Marketing Executive with Bayer AG where he was responsible for the Group's largest product group with worldwide responsibilities. He has worked in the US, Japan, China, and Germany. He is consulting with leading companies in Europe, China, and the US. He has an M.A. from Bocconi University (Milan, Italy) and a Ph.D. from the University of Vienna (Austria). He lives in Innsbruck, Austria and has published thought leading articles on pricing strategies in MIT Sloan Management Review, Industrial Marketing Management, Long Range Planning, Journal of Business Strategy, Journal of Revenue and Pricing Management and other journals. He is co-editor of the books "Innovation in Pricing" (Routledge, 2012) and "Measuring the impact of pricing" (Routledge, 2014". Business Strategy Review, a leading strategy journal published by London Business School, lists Andreas among major management thinkers worldwide.

Stephan M. Liozu (www.stephanliozu.com) is the Founder of Value Innorruption Advisors.

He specializes in disruptive approaches in strategy, innovation, pricing and value management. He is a designer, a disruptor, and an energizer. Stephan has over 20 years of global business experience. He has worked for both Fortune 500 companies and family-owned businesses. Most recently he served as President & CEO at ARDEX Americas. He specializes in crafting and designing unique innovation and business strategies leading to differentiated business models. Stephan moderates brainstorming, mind mapping and creativity sessions with executives, partners and customers to generate ideas, value models, value propositions and innovation strategies. Stephan holds an MBA in Marketing from Cleveland States University (1991), a European Master degree from Toulouse IAE School of Management in France with a major in Innovation Management (2005). He earned a Ph.D. in Management from the Weatherhead School of Management at Case Western Reserve University (2013). Over the past few years, Stephan published academic articles in the Journal of Revenue & Pricing Management, Journal of Business Strategy, MIT Sloan Management Review, Industrial Marketing Management as well as in the Journal of Strategic Marketing. He has also written several articles on strategic pricing issues for the Journal of Professional Pricing and is a regular presenter at Professional Pricing Society conferences in Europe and North America as well as the Strategic Account Management Association conferences. He is also co-authoring *Innovation in Pricing – Contemporary Theories and Best Practices* (with Dr. Andreas Hinterhuber) that was published in the fall of 2012. Stephan sits on the Advisory Board of LeveragePoint Innovation and of the Professional Pricing Society. He is a strategic advisor with 360pi a price intelligence software company.

Appendix II: Books produced so far

1-2 of 2 results for **Keywords: hinterhuber** (sorted by *Publication Date*, showing published)



1.

[The ROI of Pricing](#)

Measuring the Impact and Making the Business Case

Edited by **Stephan Liozu**, **Andreas Hinterhuber**

As with executives and managers in so many other business functions, pricing specialists are being challenged more and more to substantiate the added value of their activities. Pricing is a core function of every business, and needs not only to contribute positively to short- and long-term results,...

Published 22nd January 2014 by Routledge



2.

[Innovation in Pricing](#)

Contemporary Theories and Best Practices

Edited by **Andreas Hinterhuber**, **Stephan Liozu**

Pricing has a substantial and immediate impact on profitability. Most companies, however, still use costs or competition as a main basis for setting prices. Product or business model innovation has a high priority for many companies whereas innovation in pricing has received scant attention. This...

Published 17th September 2012 by Routledge