Category

Commercial Excellence

Pricing in B2B Manufacturing & Industrial Markets Playbook

Pricing industrial products around total cost of ownership, not just the unit price competitors quote

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- Administrator
- 18 August 2019
- 3 minute(s)

Overview

A framework for pricing in B2B manufacturing and industrial markets — building pricing strategy around total cost of ownership and genuine differentiated value, rather than competing primarily on unit price comparison that commoditizes products with genuine performance or reliability differentiation.

Why does unit price comparison often disadvantage manufacturers

with genuinely differentiated, higher-quality products? Buyers comparing unit price alone miss total cost of ownership factors — reliability, maintenance cost, downtime risk — where genuinely differentiated products often provide real value that a unit-price-only comparison doesn't capture, disadvantaging quality differentiation in a price-only buying process.

How can manufacturers shift buyer conversations toward total cost

of ownership rather than unit price alone? By building and presenting genuine total cost of ownership analysis — quantified reliability, maintenance, and downtime cost differences — that gives buyers concrete justification for considering factors beyond unit price in their purchasing decision.

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Author

Administrator

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