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Holden Advisors Launches New Pricing Podcast Series:

*Pricing with Confidence Podcasts Helps Managers
Squeeze Profits out of a Tough Economy*

CONCORD, MA (PRWeb)—September 03, 2008—A new series of pricing strategy podcasts designed to help pricing managers cope with the demands of the economy has been released, it was announced today by Holden Advisors. The free podcasts by Dr. Reed Holden and Mark Burton are based on principles in their new book, *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table*, each podcast will provide advice to help executives and managers meet their business objectives through improvements in pricing, discounting, and selling value. Podcasts are available for download through the Holden Advisors website or through iTunes.

The first podcast, “The Pricing Imperative” is immediately available at iTunes or through the Holden Advisors website. Podcasts will be released at the rate of one or two per week.

“Pricing has become imperative for many companies that are struggling in this weak economy to meet their business objectives,” said Carolyn Holden, President of Holden Advisors. “These podcasts are designed to help busy managers deal with the complexities of the market, increase margins and, ultimately, increase profits and revenues.”

Over the next several weeks, Holden Advisors will be releasing 1-2 short podcasts a week in which Dr. Holden discusses ideas that will help B2B companies grow their revenues *and* profits. In the course of the series, the 10-minute segments are:

- How to kick your discounting habit
- Understand and use as leverage the value you offer to your customer
- Why you need to choose one simple pricing strategy
- Play better poker with customers
- Price to increase profits
- How to achieve negotiating flexibility and growth through new products and services

- Steps to force your competitor to react to your pricing
- How to teach your sales force to build their selling backbone
- How to move from cost-plus to value-based pricing
- Price with Confidence

About Dr. Reed Holden

Dr. Reed K. Holden is Founder of Holden Advisors. His new book, co-authored with Mark Burton, called *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table* (Wiley & Sons, 2008), is one of the top ten pricing books on Amazon.com. He consults to senior executives in Fortune 500 companies, and runs targeted sessions with management teams to jump-start change in go-to market strategies to improve profitability. For recent thoughts and comments and an opportunity to speak with Dr. Holden, please see his blog: <http://reedholden.wordpress.com>.

About Holden Advisors

Holden Advisors [<http://www.HoldenAdvisors.com>] is a pricing strategy consulting and training firm that helps clients become confident about their pricing and achieve greater revenue and profits. To ensure success, Holden Advisors delivers analysis, strategy, processes and training that are analytically sound and closely integrated with a client's business culture.