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Abstract

## Customized Communications: Don't Commoditize, Price Based on Value Delivered!

### Report Fast Facts

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### Abstract

Many graphic communications service providers feel the need to improve their "competitiveness" in an economic downturn by dropping their prices. While print sales may decline in a recession, lowering prices only results in a lower contribution margin and ultimately a loss of profitability. Savvy graphic communications service providers are exploring business strategies that add value for customers and improve their bottom line. This document provides an up-close and detailed look at some pricing strategies that address risk adversity, proof of concept, and value. It is based on InfoTrends' survey of more than 160 print service providers as well as in-depth interviews with eight companies that have extensive experience in offering customized communications.

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