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 **Discipline, Not Desperation, Needed In Pricing***A reader comments:*

IW's article "[Do's and Don'ts in Pricing](#)" is right on. It illustrates that a desperate manufacturer or supplier is willing to sell parts for unprofitable prices and operate below the breakeven point in a misguided attempt to feed their top line. As this article points out, this tactic is destructive, and survival rates are low.

At Donnelly Custom Manufacturing Company, a short-run injection molder of thermoplastics, we embrace discipline and eschew desperation.

Desperation erodes the connection between price, quality and value - but discipline allows us to deliver value and negotiate a fair price for customers and our company. This strategic willingness to define and commit to what we do well has kept us focused on improvement, service and success.

Desperation and the low-price promises it spawns, presents a challenge to customer retention for all manufacturers. Nonetheless, the best counteraction to these empty promises is to commit to a strategy built around added value, an appropriately narrow focus, and strong customer relationships. These actions provide for the healthy continuation of a business (i.e., leadership's first priority) and serve as the foundation for bringing the industry into a new era, that of discipline.

On a final note, strategic and organizational discipline does not create drudgery in the workplace. Indeed, it promotes innovation and a culture that is fast, fun and friendly. Why? Because folks are freed up to make decisions and take action to achieve a vital mission - one that is well articulated and understood (leadership's second priority).

Ron Kirscht***President******Donnelly Custom Manufacturing Company***