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Todd spoke at a sales conference for me company, and immediately impressed me with knowledge of value. His approach to leading, and quantifying value first is game changer. I have read pieces of this book, and the content has blown me away so far. I'm looking forward to reading this book in it's entirety.

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Snelgrove and Andreas Hinterhuber recently published "Value First Then Price: A Quantifiable Guide for B2B Markets From Both a Buyers and Sellers Perspective," and Snelgrove is the author of multiple articles on value-based selling and value quantification in the Journal of Revenue and Pricing Management and others.

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