How Do I Start Building Pricing Power?

The 5-Step CEO Roadmap — from The Ultimate CEO Guide to Marketing Miracle$

1. **Get Your Company in the Right Marketing-Finance Mindset**
   Secure CEO sponsorship. Make the Marketing-Finance dialogue a strategic priority, not a budget fight. Do the "Alpha M" calibration test between CEO, CFO and CMO to set a shared baseline.

2. **Do the Warren Buffett Pricing Power Baseline Test**
   Diagnose your brand's Pricing Power honestly — together, as CEO, CMO and CFO.

3. **Advocate for Intangible Capex**
   Reframe the marketing budget as an investment that builds and monetizes Brand Health, not an expense.

4. **Avoid Swimming Naked — Track Brand Strength and WTP**
   Build a joint Marketing-Finance dashboard. Monitor brand strength and price elasticity continuously.

5. **Create a Marketing-Finance Talent Pipeline**
   Build financial fluency into Marketing and brand literacy into Finance. Make it a cultural habit.

Full roadmap in The Ultimate CEO Guide to Marketing Miracle$ — free at vicomte.com