

# How Selecting the Right Pricing Partner Can Magnify Profit Impact

***The right pricing partner can help even experts magnify their impact***

*Not all pricing partners are created equal. While it may seem counter-intuitive to bring in an outside pricing partner when you already possess expertise in-house, the benefits of the right pricing partner can help even experts magnify the impact they are able to make.*



## Pricing Consultants

These partners focus on high-level strategy development. They will typically work with you to wade through your data – including invoices, product information, and customer details – to develop a foundational roadmap for future pricing decisions. However, pricing consultants usually do not help you fully implement the pricing strategies they develop. They may refer you to an affiliate software vendor or get you started with a project plan, but it will be up to you to extract results from the solution they recommend.

## Pricing Software

Today’s pricing software leverages powerful, predictive algorithms to help answer critical pricing questions, such as how to adjust pricing on your products or what margin will optimize profits and sales. However, depending on your ability to accurately identify and quantify your organizational needs, you risk purchasing a system that may be over- or under-engineered for your specific circumstances. Additionally, the system may not be able to offer actionable guidance on the data it produces. Also be wary of solutions that don’t tailor to your specific needs, require heavy IT or data manipulation on your end, or entail long implementation timelines.

## A Comprehensive Partner: Consulting + Software + Implementation

This pricing partner is positioned to customize a pricing strategy appropriate for your organization, build and implement pricing software to support said strategy, train you to generate actionable data, help you make smart pricing decisions, and help you implement new pricing behavior effectively throughout your sales organization. Perhaps most importantly, a comprehensive partner can help you view your business from arm’s length, giving you the right perspective to make order out of a complex, chaotic pricing environment. As a result of this clarity, you’ll know what to change, how to change it, and how to measure the results of your change.

## INSIGHT2PROFIT

We develop comprehensive pricing strategy and software solutions to deliver profit improvement.

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**\$3.0B+**

**CLIENT EBITDA  
CREATED**

**12%**

**AVERAGE PROFIT  
IMPROVEMENT**

**15:1**

**AVERAGE ROI  
OVER 2 YEARS**