

Can you confidently negotiate price changes for successful price realization?



The Challenge

An industrial products manufacturer serving multiple end markets faced a significant pricing challenge with a major customer, accounting for a large portion of their revenue. Over a 4-year contract, the manufacturer had implemented minimal price increases (<4%) despite a 23% rise in costs. As they prepared to negotiate a necessary price increase, the customer unexpectedly requested a significant price decrease just one week before negotiations.

The Solution

INSIGHT began by undergoing in-depth interviews with the customer's distribution network and one of their main competitors to uncover critical information: the customer had raised prices on the component sold to end-users by 15-25%, despite only a minimal increase from the manufacturer. Additionally, it was discovered that finding a replacement would take 12-18 months, with only one alternative supplier available. Armed with these insights, INSIGHT developed a robust negotiation strategy, conducted on-site training, and helped the business enter the negotiations with confidence and a clean path to success.

THE RESULTS

29%

Validated target increase



Confirmed leadership in market



Confidence entering negotiations

Leveraging key insights from our market study, we reframed the buyer's tactics and market strategy, giving the client a clear understanding of long-term risks and enabling them to approach the negotiation with confidence.

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