

How well do you leverage pricing analytics to sustainably grow profits?



The Challenge

A US market leader in sanitation equipment and value-added services struggled with pricing that didn't reflect its product offerings and service advantages. They lacked adequate price guidance, customer segmentation, and technology across nine regions. Their aggressive acquisition strategy resulted in decentralized processes and inconsistent pricing, causing significant and unpredictable price variations across key product and customer factors.

The Solution

INSIGHT began with deep, granular analysis that revealed pricing decisions were driven by sales reps eager to close deals, rather than value or cost. We developed a market-based pricing model with nationwide targets and conducted hands-on sales workshops on pricing techniques and best practices, which transformed their approach and improved project outcomes. By integrating the pricing model into Salesforce and creating a measurement engine, we were able to track performance for a strong feedback loop. This loop enabled the model to be continuously refined based on market response, customer satisfaction, and price sensitivity, ensuring ongoing improvement.

THE RESULTS

~\$100M+

Of impact over 4 years



Drove desired sales rep usage and adoption



Pricing analytics engine ensures sustainability

A centralized pricing process supported by tailored technology helped build confidence, garner buy-in, and ensure a consistent feedback loop for continuous improvement and price optimization.

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