

# Does your business have untapped opportunity to maximize exit value?



## The Challenge

A specialty chemicals manufacturer struggled to demonstrate growth, realizing less than 50% of recent pricing initiatives due to an inadequate pricing strategy that lacked strategic segmentation and commercial strength. Despite low customer churn, new customers had a lower margin profile than lost customers, leading to margin dilution. With limited visibility into true cost-to-serve and analytical capabilities to measure and optimize commercial performance, they feared they were leaving money on the table.

## The Solution

INSIGHT identified key profitability levers to position the company for a successful exit, including:

- Enhanced customer and product segmentation for successful targeted price increases and price outlier correction
- Basket of goods strategy to drive incremental sales from existing customers
- Comprehensive cost-to-serve model to pinpoint profit leaks and boost contribution margins
- Detailed data attribution and analytical tools to clearly demonstrate long-term financial improvements, making the investment more attractive

## THE RESULTS

**\$30M**

*Identified incremental lift over 4 years*

**\$3.6M**

*Delivered pre-transaction to demonstrate growth*



*Compelling story for potential buyers*

*Strategic exit planning enables businesses to successfully identify, implement, and demonstrate growth opportunities that strengthen their appeal to potential buyers and maximize exit value.*

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