

Is your pricing strategy delivering maximum margin and revenue?



The Challenge

A nationwide large-scale infrastructure provider struggled with suboptimal data that made it difficult to manage their high level of complexity across numerous locations, end-markets, service lines, customers, and projects. While general margin targets existed by region, pricing decisions were often made independently at the location or salesperson level, making it challenging to implement a centralized, standardized pricing strategy due to regional and project-based variations.

The Solution

INSIGHT designed a strategic pricing framework aligned with market segments, technician specialization, and job requirements to set target margins. We then integrated margin guidance into the business's existing pricing tools via API to minimize disruptions for the sales team, which helped cultivate a "pricing culture" based on credible recommendations. We stood up a centralized dataset for ongoing analytics that provide a reliable feedback loop, ensure continuous improvement, and support performance management.

THE RESULTS

4.1%

Margin Growth



Standardized pricing expectations



Organizational buy-in and culture shift

Having the right pricing framework and a strong pricing culture is crucial for maximizing profitability, ensuring consistency in decision-making, and aligning your business strategy with market realities.

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