

# B2B2C – Roadmap to Pricing Performance Improvement (1)

## Problem:

- One of North America's leading suppliers of Coating & Additives, committed to offering innovative, high quality products and services to businesses.
- Seasonally and geographically adjusted formulations to meet the demands of North American climates

## Approach:

- Development of a Pricing Management Strategy for each of the business segments through a reengineering of the Business Process towards Value Market Based Pricing
- Specifically, our consultants assisted The company in assessing the pricing strategy and structure, price level setting, identifying opportunities for future success, and providing the support that they needed to implement changes
- The objectives of the assignment were to:
  - Support Company's marketing strategy and objectives
  - Support the positioning of products tying price to the level of service desired
  - Improve the effectiveness of both decision making and administration
  - Align decision making criteria to focus on profitability
  - Use price to communicate value of products both internally and externally

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### Tools deployed:

- Implemented PriValEdge Pricing Excellence Framework & Pricing Performance Diagnostic to evaluate Divisions ` current levels of performance and develop `Roadmaps for Pricing Performance Improvement`
- Implemented PriValEdge Pricing Power suite of Pricing Management & Analytics tools as a key to changing how pricing was managed within the Group
- In last stage of deployment , Economic Value to Customers were developed to support Value Based Pricing in Key strategic segments (35% of revenues & 60% of Profit)

### Impact:

One year after implementation client increased their ROS Performance by 2.4% while maintaining revenue growth rate 3% above Industry Average