

Are you Ready for Quality of PricingSM?

You're looking for an edge to create competitive advantages throughout the transaction process and your portfolio company's lifecycle. That's why you need Quality of PricingSM (QoPSM), a unique service dedicated to identifying margin improvement opportunities in businesses you currently own or are evaluating.



Buy

Our Quality of PricingSM Assessment brings pricing analysis to your due diligence playbook to identify price optimization, margin leaks and customer churn opportunities and risks – all critical to EBITDA growth and enterprise value creation.

QoP Assessment



1st 100 Days

We partner with you post-close to prioritize the roadmap of margin improvement opportunities to build momentum with quick wins, while building the foundation and executing your enterprise value creation plan.

QoP Diagnostic



Hold Period

We collaborate with you to develop pricing and commercial excellence capabilities to realize EBITDA improvement on current initiatives, and to provide the tools and processes to sustain and expand the financial impact over time.



Sell

Our Quality of PricingSM Assessment positions you for the best possible transaction by showcasing historical pricing performance and EBITDA growth opportunities that unlock value in your business.

QoP Assessment



On the buy-side, you're ready for QoP assessment if you:

- Have received a teaser and signed an NDA to receive a CIM on the target company
- Want to gain a competitive advantage by quickly securing a level of visibility into the business that others will not get
- Interacted with the management team and want to dive deeper into the business
- Submitted an IOI and want to maximize the contents of the data room to validate EBITDA adjustments and inform your investment thesis and proforma growth estimates
- Submitted an LOI and want to test hypotheses to determine what (if any) margin growth through strategic pricing you should underwrite in your valuation of the target business
- Have been granted exclusivity for final due diligence and want to add another dimension of data analytics to identify margin growth potential and commercial risks



Post-acquisition or during the hold period, you're ready for QoP diagnostic if you:

- Have acquired a business and want to identify what pricing opportunities exist
- Want to unlock the value that already exists in the business
- Want a quick assessment of EBITDA improvement opportunities through strategic pricing and related commercial initiatives
- Are interested in building momentum post-acquisition to drive impact and set a foundation for ongoing EBITDA growth
- Want to prioritize strategic initiatives, estimate margin impact, and assess organizational change readiness



On the sell-side, you're ready for QoP assessment if you:

- Are considering a sale/exit of your business in next 6–12 months and are planning strategic priorities to get the business ready for the market
- Seek to maximize your exit value
- Are determining which advisors to engage to facilitate preparation for your transaction
- Have engaged an investment bank and need a partner to frame the business using data analytics
- Want to augment your QoE with QoP to highlight the commercial attractiveness of the business (e.g., pricing power, value proposition, cross selling, organic growth)
- Are 2–3 months from preparing a CIM and management presentation, and need to showcase the historical progress in your business and to demonstrate its future growth opportunity

Only INSIGHT2PROFIT has a unique, rapid-response process that blends pricing expertise, robust data analytics, and our proprietary DRIVE technology platform. Regardless of where you are in the transaction process or lifecycle, Quality of Pricing is *your* competitive advantage.



Contact us now to get started with Quality of PricingSM.

visit insight2profit.com/due-diligence or email duediligence@insight2profit.com