



## How do your prices compare to the competition?

### The Challenge:

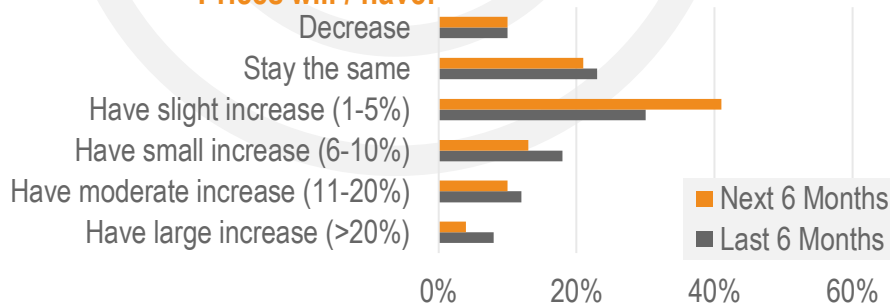
An automotive aftermarket parts distributor was faced with an inflationary environment and trying to keep pace with cost increases while driving additional margin gain. They were actively going to market with modest price increases but lacked visibility into customer perceptions and competitor actions to guide price decisions. They feared their prices were significantly higher than the competition.

### The Solution:

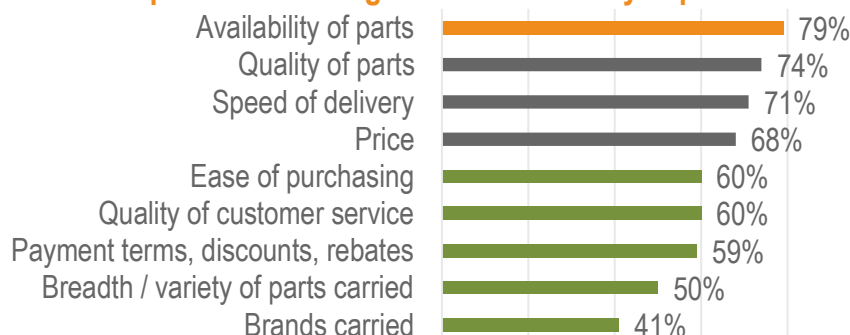
INSIGHT2PROFIT surveyed 200 auto repair shops and wholesale distributors to guide more aggressive actions while mitigating risk. Responses were used to set and communicate future price increases.

**Example Question:** Over the past / next 6 months, what price changes have / will you see for parts you have been purchasing?

#### Prices will / have:



#### % of Respondents Stating the Factor is "Very Important":



### The Results:

The survey responses built confidence and clarity for the pricing strategy and enabled our client to be bolder with price increases to take to the market.

**We Proved** that pricing was not the most important factor in customers' purchase decisions.

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