

Pricing Opportunity Roadmap

Opportunity	How to Unlock	Estimated Annual Impact	Complexity of Implementation	Timing
1) Discount Outlier Adjustments	<ul style="list-style-type: none"> Identify and act on customer-product examples receiving discounts or preferred pricing beyond peer expectation or performance-based agreement 	\$1.1M	Low	Q1 '23
2) Margin Floor Implementation	<ul style="list-style-type: none"> Establish base-line margin floor to control excessive discounting, in addition to existing processes Enable regional leads to adjust floors based on market dynamics 	\$800k	Low	Q1 '23
3) Quoting Solution	<ul style="list-style-type: none"> Create pricing model & tool to quote new business and “wedge” existing accounts to proper margin profile Aggressively price long-tail items 	\$7.5M	Mid-High	Q2 '23
4) Enhanced Measurement & Compliance Coaching	<ul style="list-style-type: none"> Pilot enhanced dashboards for 2 groups Roll-out regionally, then nationally Utilize feedback loop to correct pricing guidance 	\$1.2M	Mid	Q2-Q3 '23
5) Customer Share of Wallet	<ul style="list-style-type: none"> Utilize measurement methods to identify top 10 product gaps for each account; feed into sales effectiveness solution Track and measure success of tactical business agenda 	\$4.1M	High	Long-Term
6) Price Leakage & Cost to Serve	<ul style="list-style-type: none"> Build detailed cost to serve waterfall and identify biggest price leak areas Implement controls, policies, and incentives 	\$2.3M	Mid	Long-Term

Quick Wins:
Immediately Actionable

Near Term
Implementation

Mid-Term
Implementation