

Macro

Specificity of Segmentation

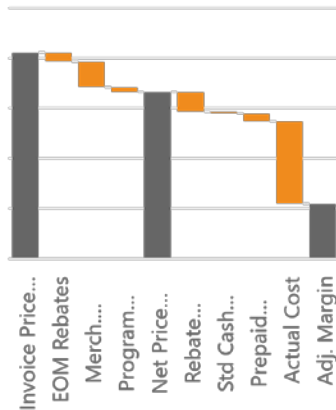
Micro

Cost Plus



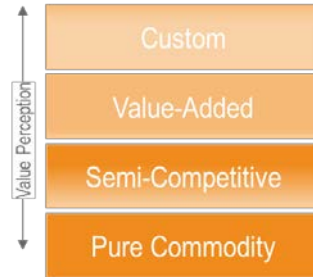
Adding a mark-up to COGS, with high-level margin targets set at the business line-level

Cost to Serve



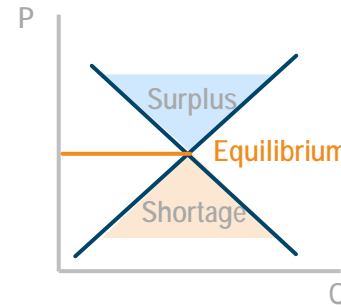
Manage profit leaks by understanding comprehensive cost to serve at customer & product level

Incorporate Value Perception



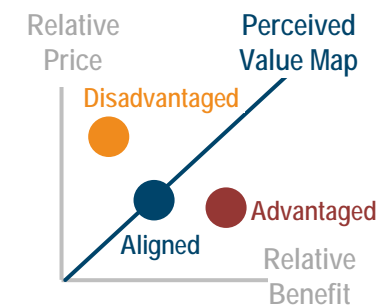
Differentiate target margin / prices based on perceived value (specialization, quality, and other factors)

Supply-Demand



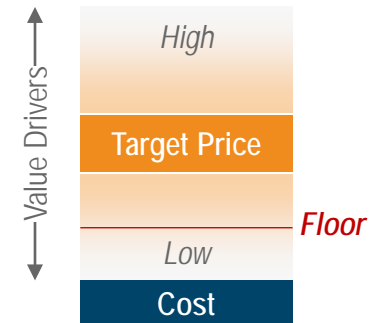
Incorporate inventory or supplier lead time elements to proxy supply, and inquiry / order data to capture demand

Competitive Positioning



Conduct deep external market research (interviews, web-scraping, quote-capture, etc.) to benchmark price / benefit

Value-Based



Set comprehensive pricing based on specific value proposition for this product-customer segment

Lasting impact occurs through evolution of incorporating value drivers and value proposition communication methods

Explore INSIGHT's Strategic Pricing Solutions