

How does your commercial team make pricing decisions?



The Challenge

A national billion-dollar business services provider had a culture of “win every order” where local sales teams had the autonomy to make manual pricing decisions. This resulted in widespread unprofitable behavior, gaps in the quoting process, wide price variation, and customers not being charged for ancillary services.

The Solution

First, INSIGHT developed and codified a centralized market-relevant list and discount pricing algorithm that accounted for local market and customer dynamics. Then, we:

- Integrated the algorithm and workflow into the business's quoting system
- Led a national rollout and change management playbook
- Deployed a deal desk for central decision-making
- Established KPIs, analytics, and a feedback loop for continuous improvement

Last, INSIGHT leverages machine learning capabilities to enhance price recommendations ongoing for profit optimization.

THE RESULTS

\$85M

In price impact over a four-year period



Surpassed budget by ~25%



Optimized price recommendations

A disciplined approach to pricing and utilization has delivered record-level financial results while exceeding customers' expectations.

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