

Case Study | \$700M B2B Industrial Manufacturing Company

~11% Pricing Improvements and streamlined pricing strategy leading to larger adoptions and greater customer acceptance

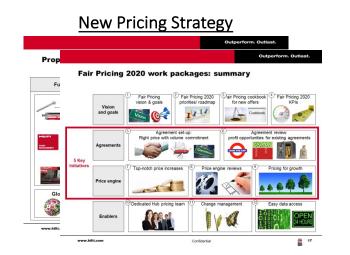
BACKGROUND

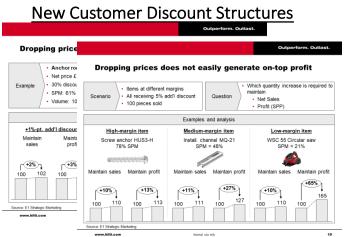
 ~\$700M NA division of global leader providing power tools, consumables and services to the construction industry.

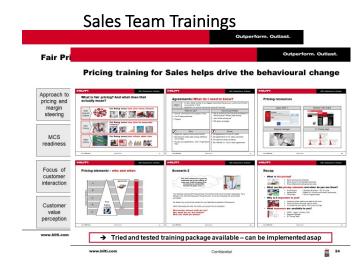
SOLUTIONS

- Development of new corporate pricing strategies
- New list price structures, customer segmentation and discount structures
- Changes in sales team compensation to reflect focus on probability as well as training and support materials for sales teams
- Development of KPIs, processes and measurement candace to ensure success

RESULTS







- EBITDA increased by \$78M on a 12M rolling basis
- Pricing increased by 11% with no drop in revenue or volume. In fact, sales increased YoY after launch of new pricing
- Customer and Rep satisfaction with price increase and clear strategy and guidelines