



Gaining Price Acceptance from the Top-Down

Gaining sales buy-in of price changes can go wrong if the process is not handled appropriately. This flooring manufacturer created executive buy-in first, which helped win support and confidence from the sales team.

Top 4 Reasons for Increased Pricing Pressure in B2B Industries



Low-price competition



Customer negotiation power



Price Transparency



Procurement Investments

Consider This: Are You Managing List Price or Selling Price?

“By managing our list price and not our selling price, we were limiting our revenue potential and creating a bigger gap between our prices and the market.”

Challenge

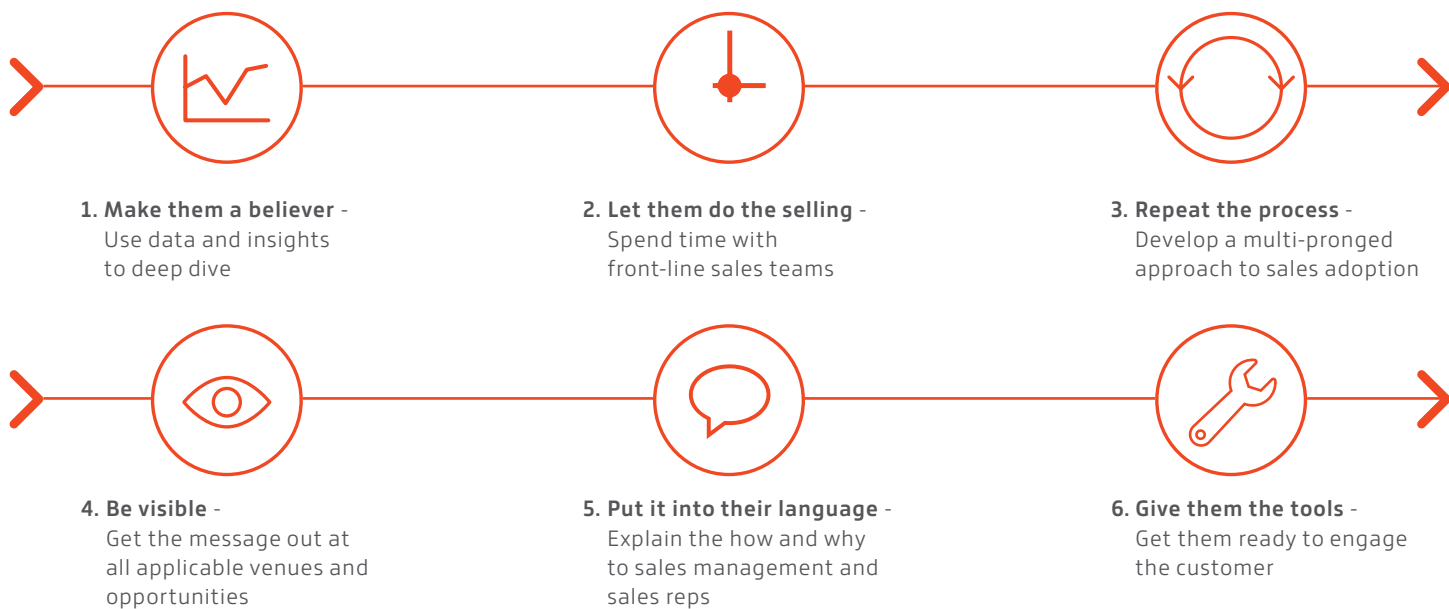
- Unable to charge market-rate for products
- Poor sales acceptance of price changes
- Difficult to change customer sell-to-price



Solution

- New pricing strategy to blend corporate strategy and market-based guidance
- Bring executive leadership on-board
- Pricing consultation with sales team to increase win rate
- Zilliant Price IQ™ AI-based price optimization for providing intelligent price guidance

6 Tips to Gain Executive Buy-In and Sales Support



“Zilliant’s artificial intelligence that tells us how to compete in the markets that we don’t have as strong an understanding is invaluable.”

Sales Says

“Listen and be humble. Think how you can help them achieve their goals using their language. Show them how they can sell more with the guidance.”

Pricing Says

Goals Realized

Three month initiative to roll out new pricing guidance delivered 200-basis point improvement with little to no volume loss.



3 months



200-basis point improvement

Learn more about this customer solution at zilliant.com