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CASE STUDY



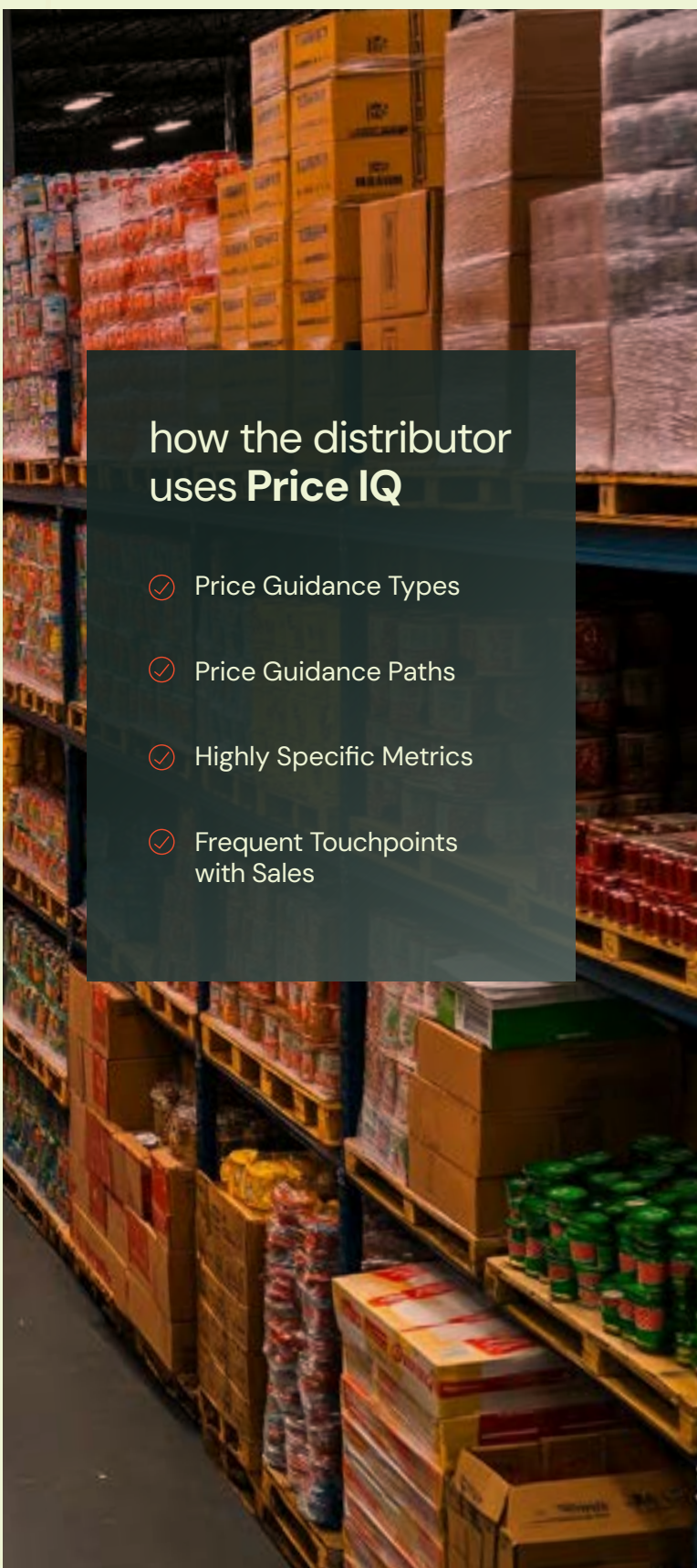
**foodservice
distributor
lifts margin
134 basis points
with Price IQ**



from scattered to scientific pricing

At a global foodservice distributor serving more than 50,000 customers, sales reps were making thousands of pricing decisions without a consistent framework to govern them. They were given margin targets but little guidance on how to price individual deals. Some lowered prices to drive volume, while others raised them to capture margin. The result was extreme price scatter, inconsistent execution, and limited visibility into how everyday decisions affected profitability.

The distributor needed to give sellers the flexibility to respond to customers while keeping pricing decisions consistent and explainable. Led by its Senior Director of Pricing Strategy, the company turned to Zilliant for its track record in explainable AI and rules-based pricing, as well as its deep foodservice distribution expertise. It implemented **Zilliant Price IQ**® to deliver trusted, consistent pricing guidance across the sales organization.



how the distributor uses **Price IQ**

- ✓ Price Guidance Types
- ✓ Price Guidance Paths
- ✓ Highly Specific Metrics
- ✓ Frequent Touchpoints with Sales

driving adoption across the sales organization

Introducing a new pricing approach to a seasoned sales team required a deliberate change management strategy, especially as the rollout began amid pandemic-driven disruption across the foodservice industry. With support from Zilliant Customer Success, the distributor aligned sales objectives to Price IQ and built a robust enablement program focused on embedding the solution into reps' day-to-day activities through educational content and live training sessions.

The distributor also held advanced training workshops for specific teams and individuals. These sessions reinforced sales fundamentals by reviewing organizational revenue goals, analyzing customer portfolios, and highlighting the importance of cross-functional collaboration. This change management rigor helped ensure pricing guidance was applied consistently and embedded into daily selling.

sales enablement program

-  educational content
-  live training sessions
-  advanced workshops

“Success begins with change management.”

— Senior Director of Pricing Strategy,
Foodservice Distributor

results of a Zilliant-powered pricing and sales enablement journey

Price IQ did more than generate optimized prices. It provided the distributor with consistent, auditable pricing logic and helped shape its broader pricing strategy. Amid rapidly changing market conditions, the solution provided strategic focus, equipped sales reps with transparent guidance and visual analytics, and gave analysts easier access to the data needed to understand pricing impact.

In the first 15 months after the Price IQ go-live, the distributor saw the following results:

50% fewer below-floor transactions

80%+ adoption

134-basis-point seller margin lift

ROI greater than 20X



“Because Price IQ helped us manage our price scatter, we were able to grow profitability during a time when a lot of our competitors were struggling just to hold their margin levels.”

— Senior Director of Pricing Strategy,
Foodservice Distributor

Zilliant helps B2B enterprises execute pricing consistently, confidently, and at scale. We bring control, visibility, and explainable AI to pricing decisions across the business so companies can move faster, respond to change, and drive profitable growth. Learn how to make pricing your power at zilliant.com.