

Pricing Decision Design

When pricing decisions stop holding, you need more than analytics. You need a system.

THE NEED IT ADDRESSES

A pricing decision system that embeds pricing science directly into how pricing and promotion decisions are prepared, made and improved over time.

THE PROBLEM

Most companies don't lose pricing power in one dramatic mistake. They lose it quietly, through dozens of small decisions nobody designed to work together.

- Price increases and promotions interact in unintended ways.
- Teams debate outcomes instead of understanding causes.
- Executives are forced to rely on judgment without clear signals.
- Analyses exist but are not trusted or acted upon.
- Pricing drifts and pricing power erodes through small, repeated decision errors.

In short: over time, pricing risks increase because the business lacks a systematic approach.

THE THREE PILLARS

The system is designed around three pillars, activated throughout the pricing cycle: before, during and after a decision is made.

- i. **Surveillance**
Read the signal before pricing drift starts damaging your business.
- ii. **Guidance**
Turn pricing analytics into a decision the room can defend.
- iii. **Governance**
Prevent pricing from being rewritten by politics, urgency or habits.

By the end of the engagement, your leadership team has a pricing decision system it can operate.

HOW IT RUNS
8-12 weeks

INPUTS
Order-level transactions, customer and product data
Targeted executive conversations

PROCESS
The system is designed within your business constraints. All the required analytics are implemented and tested.

RESULT
Pricing decisions that survive market pressure, internal politics, and time.

WHAT YOU RECEIVE

- A pricing decision system tailored to your business
- Decision support for the first pricing cycle: where, when, how to take price or run promotions
- Complete documentation and team training

WHAT IT IS NOT

- ~~PRICING AUDIT~~
- ~~DASHBOARD PROJECT~~
- ~~STRATEGY DECK~~
- ~~TOOL EVALUATION~~
- ~~OUTSOURCED ANALYTICS~~

It is a focused, one-time engagement to design your pricing system.

INVESTMENT

\$50,000 - 100,000

FIXED SCOPE · FIXED TIMELINE · EXECUTIVE FOCUS

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Ready to build pricing decisions that hold?