

# Pricing Decision Partner

Your pricing decision system is built. Now, it needs to survive multiple cycles if you don't want your pricing to drift again.

### THE NEED IT ADDRESSES

*Building pricing habits and internal capabilities through the repetition of successfully executed pricing cycles.*

### THE PROBLEM

Most pricing systems do not fail during strategy or design, but during execution.

- Teams revert to old habits
- Urgency overrides discipline
- Promotions interrupt the pricing logic.
- Short-term pressures weaken long-term pricing power.
- Even well-designed systems begin to drift without reinforcements.

In short: over time, pricing starts drifting again, one decision at a time.

### THE PARTNERSHIP

Through recurring pricing cycles, the partnership ensures that decisions are made deliberately and executed with discipline, while your team learns:

- i. **Weekly: catch drift before it compounds**  
Performance surveillance and early signal detection
- ii. **Monthly: revisit recent decisions**  
Pricing and promotions decision reviews.
- iii. **Quarterly: prepare the next pricing cycle**  
Strategic calibration for the next cycle
- iii. **Annually: rebuild confidence at the system level**  
Governance recalibration, business review

### HOW IT RUNS

Ongoing, reviewed annually

### INPUTS

Transactional, customer and product data  
Targeted executive conversations

### PROCESS

Gradual transition, from “we do, you watch” to “you do, we observe”, at your own pace.

### RESULT

A pricing organization that improves with every cycle.

### WHAT YOU RECEIVE

- Ongoing support throughout pricing cycles, tailored to your needs and reassessed annually.
- Stronger internal capabilities, through training, learning-by-watching and learning-by-doing

### WHAT IT IS NOT

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

It is an ongoing partnership to strengthen your pricing organization.

### INVESTMENT

# \$10,000 - 20,000 per month

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Ready to strengthen your pricing organization?