

Pricing Stress Test

An executive evaluation to determine whether pricing and promotion decisions are working, and why.

THE QUESTION IT ANSWERS

Can you say, with confidence, whether your last pricing and promotion decisions achieved what you intended, and whether your next decision is truly ready?

THE PROBLEM 01

Most pricing decisions don't fail in the meeting room. They fail quietly, weeks later, when nobody can explain what happened.

- Price changes implemented without clear goals or true measurement.
- Promotions run without clarity on what they actually achieved.
- Price increases and promotions launched simultaneously, neutralizing each other.
- Teams move on before learning whether a decision worked.
- Margin erosion and silent underperformance go unnoticed.

In short: pricing outcomes drift, while confidence erodes.

THE FIVE LENSES 02

The evaluation examines one recent or upcoming pricing decision and one recent or upcoming promotion decision (current pricing cycle) through five lenses.

- Decision ownership**
Who proposed it, who approved it, and who is accountable for outcomes.
- Decision intent**
What the decision was meant to solve: margin, volume, CLV, inventory, mix.
- Measurement clarity**
How success (and failure) was defined before the decision launched.
- Signal vs. Story**
What the business actually knows vs. what the room still assumes.
- Correction mechanisms**
Whether outcomes led to adjustment and learning, or simply the next decision.

HOW IT RUNS
10 business days

INPUTS
One recent/upcoming pricing decision and one recent/upcoming promotion decision, plus a small set of supporting artifacts.

CONVERSATIONS
Targeted executive conversations: finance, marketing/growth, one operational stakeholder.

ANALYSIS
Independent review of decision logic, backed by analysis, not assumptions.

WHAT YOU RECEIVE

- A Pricing Decision Gap Map (3-5 pages): what works, what doesn't, what structural changes are needed
- A list of the 3 highest-risk decision failures
- A recommended Protocol for your next decision

WHAT IT IS NOT

- ~~PRICING AUDIT~~
- ~~DATA SCIENCE PROJECT~~
- ~~STRATEGY DECK~~
- ~~TOOL EVALUATION~~
- ~~BEST PRACTICE SCORING~~

It is an executive decision evaluation, designed to surface truth quickly and responsibly.

INVESTMENT
\$10,000

FIXED SCOPE · FIXED TIMELINE · EXECUTIVE FOCUS

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Ready to test one decision?