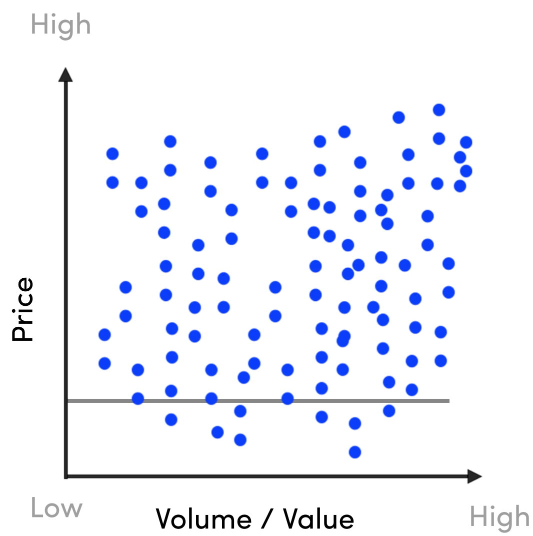
revenue analytics

Base+

Customer Price Increase: Which path will you take?

Status Quo

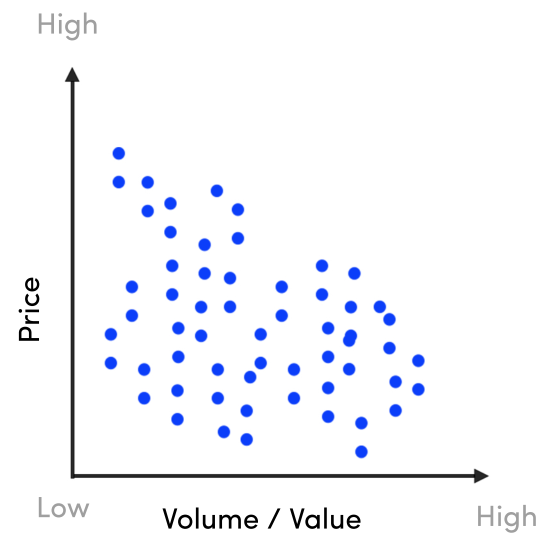
do nothing. Inflation and supplier costs continue to erode already thin margins



Rising COGS/Inflation pinches already tight margins

Flat Increase

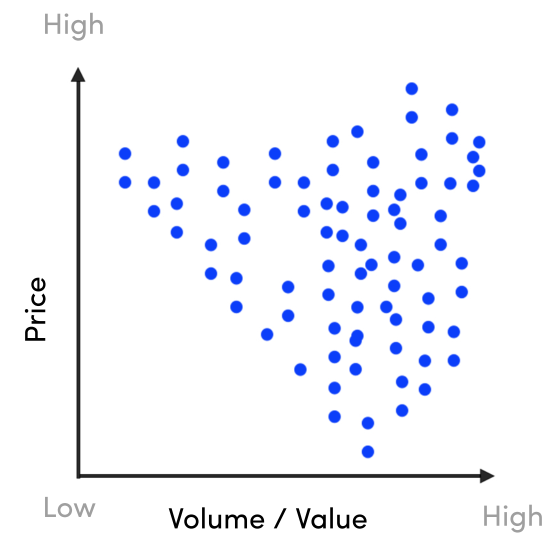
Apply a 5% increase, hope for a 3% net. Some customers will leave, others will still pay below market.



One % for all moves OUT high value customers and leaves massive amounts of $$ on table.

Base+

Move low or no margin customers up or out. Protect high value accounts, capture market rates.



Leverage the Base+ Pricing Engines to prescriptively move product pricing in every account to the precise correct level.

The easiest thing to do is also the most dangerous: do nothing. We know a problem exists and must act.

A net price increase might look OK at the aggregate level, but without protecting high-value accounts or taking back money left on the table, it's masking the problem.

Only by applying your strategy and guidance using Base+ can you capture market rates without the risk of high value account churn.