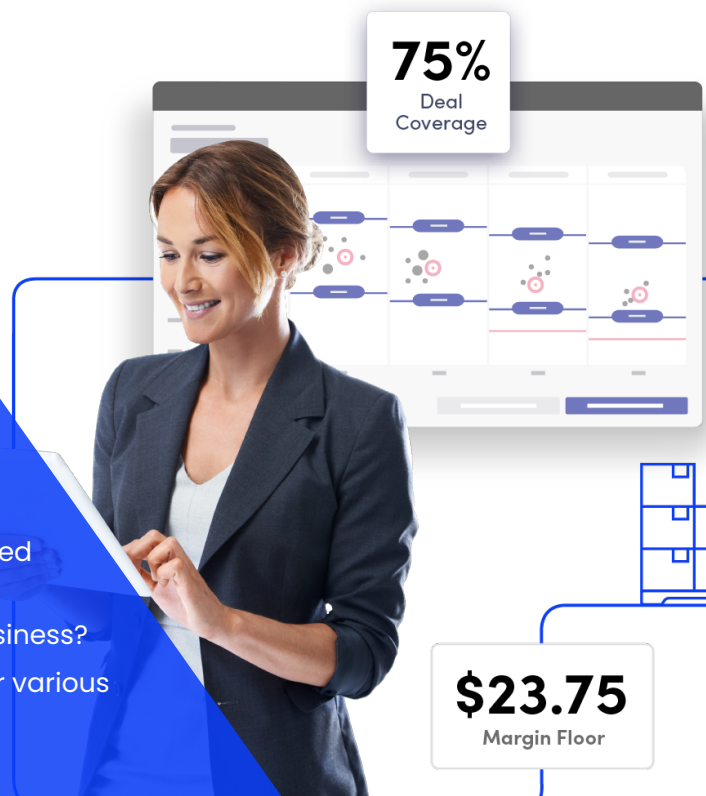


INFLATION MITIGATION

UNDERSTAND THE INFLATION IMPACT

- ☑ How much has it increased costs? Is the inflation short-lived or will it persist a while?
- ☑ How does the cost impact by various segments of the business?
- ☑ What is the current and future impact on our profits under various business conditions?



STRATEGIC ACTION PLAN: WHEN TO ACT AND HOW

- ▶ What have competitors done?
What are they likely to do?
- ▶ Should we take blunt across-the-board increases or more targeted actions by customer and product?
- ▶ As part of the increase, are there other corrective price actions we should incorporate? (i.e., unprofitable customers, misaligned product prices, etc.)

EXECUTE, EXECUTE, EXECUTE

- ▶ Is the sales force armed with the right messaging to “sell” the increase to our customers?
- ▶ Are the increases set up correctly in the system(s) to ensure smooth execution amongst the complex backdrop of multiple price structures, varied customer contracts (limitations, timing), product hierarchies, and channel partners?
- ▶ Do we have the capabilities in place to monitor and react to how customers respond to the increase?

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