

C-Suite Excuse Form

To: The Board of Directors

From: (check box)

- CEO
- CFO
- President
- Business Unit President
- Transformation Officer
- SVP Pricing

Digital Transformation and the pricing of our products across our channels is extraordinarily important.

I, as a leader, have heard you.

However, I must report *further inaction* due to (check all that apply)

- incomplete data.
- not enough data.
- data quality issues.
- data from different systems.
- data collection issues.
- don't know what to do if we had it.

Certainly, I understand this is disappointing and you expected for me to act. However, while I delayed the inevitable, we only (check a box)

- lost 2-3% market share.
- lost 4-6% market share.
- lost 7-10% market share.
- lost over 10% market share, but hey, we're still in business, right?

Yes, of course I am aware that we're in the business of making money, and by not prioritizing our pricing issues as part of our digital transformation we've already lost (check a box)

- hundreds of thousands of dollars.
- only a couple million dollars.
- alright, maybe 5-10 million bucks.
- it feels dirty saying more than 10 million dollars, but here we are.

However, all is not lost. I have finally decided to act!

We have found a partner that can actually help us with our digital transformation and pricing issues.

You've probably heard of them, it's (check all that apply)

- Revenue Analytics with Price+.
- Revenue Analytics with Base+.
- Revenue Analytics and Product+.
- a snake charmer named Patrick.
- haha okay, fine you're right. You'll see this form again in three months.

(OPTIONAL, use only if not partnering with Revenue Analytics)

In closing, I and the rest of the executive team have decided to further delay our pricing problems and Digital Transformation initiatives. Please, do not ask me/us:

- exactly how much data is enough data so we can get moving?
- what does good enough look like so we can finally act?
- since Digital Transformation and pricing problems are ongoing, why are we delaying?
- to present a different excuse form.