



Corporate Pricing Process & Discipline

Essence: Establish rational pricing frameworks for entire companies tied to unique corporate attributes, risk tolerance, and opportunity. Create and implement specific pricing process from the CEO, through commercial operations, to Sales.

How we do it: Pricing process **MUST** be unique to the organization. While it's universal that price optimization provides outsized profitability for all organizations the pricing process and operational approach will be determined by the structure of the organization and the interested stakeholders.

We've built pricing approval approaches for both privately held and publicly traded corporations and the levels of transparency and bureaucracy differ dramatically. We will work with you to understand your culture, incorporate best practices, and involve all of the relevant stakeholders.

Benefits:

- Clarity and consistency of approach – ensure the entire organization is aligned
- Provide senior leadership with visibility as needed, and insulation from day-to-day pricing based on senior level authorization
- Provides sales with clear guidelines for profit-optimized sales volumes
- Provides leadership with the ability to force-rank sales performance by region or territory and incrementally improve organizational performance
- Ability to meet Sarbanes–Oxley requirements if publicly traded or prepare for IPO for privately held organizations

Sample Projects:

Instituted company-wide pricing discipline, tied to a comprehensive sales database for all transactions Globally at B+L.

Key architect of the Allergan United States pricing approval process including annual price increase approvals, new product pricing, exceptions processing, and standard discount authorities. This process was approved by our external auditors as Sarbanes-Oxley compliant.