

Use the **PRICING PILOT** to scope out your pricing options

Professionals charge optimal prices



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Finding the optimal price is no easy feat, especially in light of a saturated market, increasing price awareness and intense competition. Established price management systems are no longer enough, making optimization even more challenging. But tackling this challenge is well worth it:

Optimizing prices boosts companies' return on sales by 3% on average.

No other area offers such potential. Participate in our comprehensive and ongoing benchmarking study to identify your company's potential – and tap it rigorously.

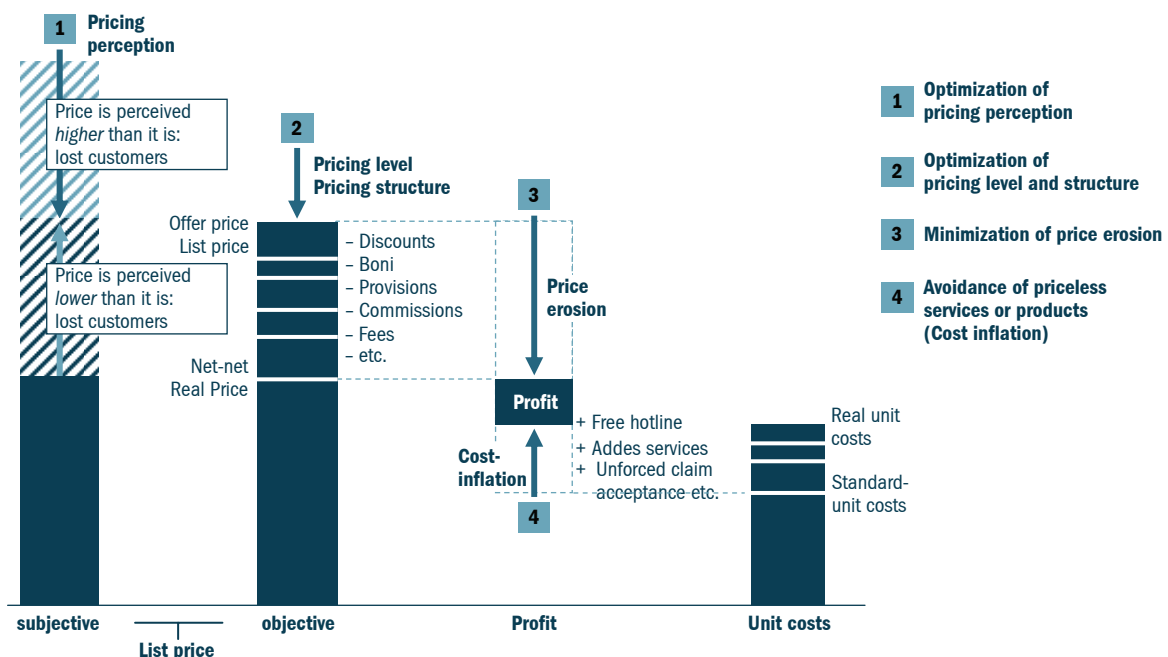
Demand and profit functions do not always help find the right price, as they only represent one aspect of pricing. The optimal price can only be set if the entire pricing process is improved.

Here, the old adage rings true: the chain is only as strong as its weakest link.

What's more, simply identifying and setting the optimal price is not enough. It also has to be communicated to the customers, who must be convinced that it is actually the optimal price for them. And don't forget that your prices must also be enforced, and not allowed to be watered down by subsequent discounts. Finally, non-operating costs should not distort the price calculation.

The figure shows all the factors that must be taken into account to optimize prices, and how these are linked to other corporate functions (e.g. costs, advertising / communications, etc.). Clearly, optimizing prices requires a comprehensive approach. Merely setting a price is insufficient.

The four steps toward optimal prices



Roland Berger Strategy Consultants has developed the PRICING PILOT, a unique tool to analyze prices in a comprehensive manner. The PRICING PILOT enables a quick and reliable analysis of a company's price potential. First, internal pricing experts draw on their experience to assess the relevant factors and price ranges. Next, the PRICING PILOT steps in to make sure that all important levers are taken into account. It also provides a clear overview of the current situation and identifies areas where action needs to be taken. The tool helps companies quickly move from theory to practice:

Price actions can be implemented within a year, often with no additional investments.

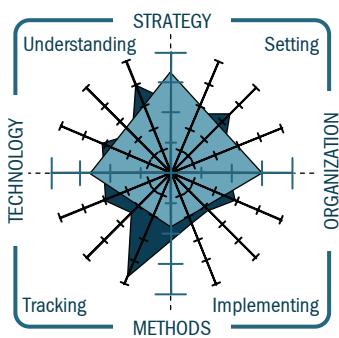
The PRICING PILOT helps speed things up. It immediately details potential and makes it possible to benchmark your company against the competition in general or against the strongest competitor in particular. The tool also identifies case studies that highlight potential improvements and can be used as a basis for optimization actions.

You can participate in the PRICING PILOT benchmarking study free of charge. It will allow you to find out how your company fares compared to its direct competitors and to the industry as a whole. Should you be interested in participating, simply send us an e-mail.

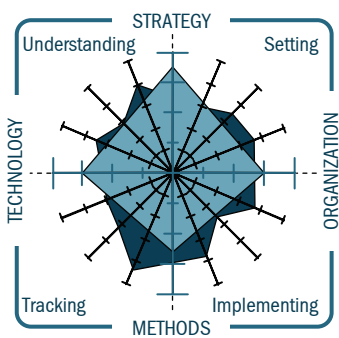
Contact: Ingmar Brunken,
ingmar_brunken@de.rolandberger.com

Applying the PRICING PILOT to different peer groups

Company check internal, e.g. comparison between divisions



Industry check, e.g. comparison between competitors



Best-practice benchmark, comparison with best-of-best

