



Pricing Processes

Many companies believe that every customer should be treated equally. Jacquard's Pricing Processes Profit Project™ changes this belief. Using a Pareto analysis to prioritize and categorize your company's customer base, you'll discover you have many small accounts representing a very small percentage of revenue and providing even less of your actual profit.

Principles

- All customers are not equal. Focus resources on the A & B customers. This is where the biggest "bang for the buck" is gained.
- Generate high margins from low volume customers
- Don't use the large customers to subsidize the small customers
- Unite price and terms

Subprojects

- Customer Prioritization (ABCD)
- Pricing Wonderment®
- Pricing & Terms
- Communication, Learning & Rewards

Measurements

- Revenue & profit per segment
- Lost business & margin
- Increased overall profit
- Increased cash

Deliverables

- Pricing process to increase & standardize terms for "D" customers
- Internal change management skills
- Process implementation and skills transference

Jacquard's Profit Projects™

- Straightforward, proven and universally applicable
- Focused and customized to a company's unique needs
- Easily understood by all employees
- Takes only a maximum of 16 weeks to complete

What they do for you ...

- Improve customer delight
- Build greater market share
- Increase profitability and cash
- Strengthen leadership
- Align people with company goals