Capabilities Overview

Support Your Pricing Decisions With Apps and Tools

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Technology is a driving force behind today's business. The digital age has opened up new ways to leverage the power of data, tools, apps, and software. Many processes, from quoting to offer management, are now system-supported, and companies' pricing, sales, and marketing strategies have to be compatible with digital systems if they are to be relevant. Companies that are able to connect their workforce to these technologies have the greatest potential to enhance their performance. Whether C-levels or sales teams, people are much more powerful when the right information is at their fingertips. But strategy needs to be up to speed with the software.

At Simon-Kucher, we have been doing projects in this area for 35 years. We know that, in today's world, no project is complete without proper implementation. That's why we bring together our extensive strategic expertise in the topline area and our knowledge in technologies and systems. Our digital specialists are there to advise our clients on the technologies, systems, and functionalities that will best fit their needs – irrespective of the provider. If third-party software solutions do not fulfill our clients' requirements, we can support with custom development. Most importantly, we always give impartial advice that puts our customers' needs in the focus.

We also provide a broad number of apps and tools that incorporate Simon-Kucher's proven methodologies into our clients' infrastructure. Read on to learn more about our portfolio of apps and tools, and how they can support your business.

Simon-Kucher TopLine Power® signature cloud apps

Our broad portfolio of apps and tools is centered around four topics. They address the challenges our clients typically face in these areas.

Pricing and competitive strategy

- Understanding your key competitive strengths and weaknesses through a structured approach

- Sharpening the value proposition of your product offerings

- Identifying target market and product segments and defining the optimal price positioning

Price setting

- Establishing a value-based pricing logic and setting up a portfolio pricing structure

- Optimizing price points based on customers' willingness to pay and psychological price thresholds

- Systematically reviewing current list prices and detecting pricing opportunities

Sales guidance

- Providing realistic deal-specific pricing guidance to your sales reps and building pricing confidence

- Establishing a best practice workflow for preparing deals

- Monitoring discounting and promotion effectiveness and minimizing profit leakage

Performance monitoring and tracking

- Monitoring pricing, sales, and marketing performance using a comprehensive set of KPIs

- Providing all relevant data, statistics, and guidance for key pricing and sales topics

Peer Pricing guidance for sales reps

Nobody knows their customers in the B2B business like the sales reps. They understand their customers' different needs, and have an instinctive awareness of which prices work, and which ones don't. But gut-feeling can only take you so far. Without the right tools and guidance, it's almost impossible to correctly assess a deal and predict the willingness to pay of a potential customer. And when sales reps make inaccurate pricing decisions, big profits are left on the table.

How can Peer Pricing help?

Thanks to today's technological possibilities, you can combine the knowledge and experience of your top sales reps with insights from hard data. Peer Pricing provides accurate pricing recommendations to sales reps based on real-life scenarios. This flexible application assesses each individual deal based on multiple pricing drivers to deliver immediate pricing guidance, and reduces profit leakage by ensuring clear and consistent prices. The sophisticated recommendation engines support various Machine Learning models, providing accurate pricing guidance even when underlying logic is complex or non-linear. Meanwhile, successful past deals are displayed to keep your sales team focused on what's really achievable. This gives them the confidence to go for the deals you deserve.

How does Peer Pricing work?

Peer Pricing can be integrated into your company's sales process like no other pricing tool. It is available as a standalone application, or you can rely on our experts' technical knowhow to ensure a seamless experience with your existing infrastructure, displaying dynamic results directly on Salesforce or other CRM systems.

Advantages at a glance:

Easy-to-use front end for sales reps

- Customer and product attributes are automatically loaded to make it easy to rate deals
- Sales reps receive crisp and clear pricing guidance at the click of a button
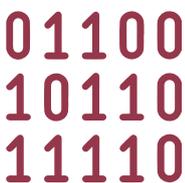
Fully flexible configurations

- Non-linear logic powered by Machine Learning
- Classic configurations based on peer groups and target pricing
- Discounts and markups
- With or without data upload

Dashboard functionality for monitoring

- Track sales team performance and monitor the effectiveness of peer pricing

Price Map: bringing structure to large portfolios

Setting prices for a single product can be straightforward. But what if you have a complex product portfolio with hundreds of SKUs? That's when it gets really tricky to maintain a clear and consistent pricing structure. Automotive spare part suppliers and pharmacy wholesalers are just two examples of companies using Price Map to bring clarity to their pricing process.

How can Price Map help?
Price Map visualizes large product portfolios in a clear pricing structure by following a value driver logic. With its dynamic graphs, the impact overview provides you with real-time updates on price changes. Plus, the application can be used to identify product gaps and white spaces in your product portfolio.

How does Price Map work?
Price Map can be easily added to your company's existing infrastructure. We bring the necessary pricing expertise to determine the value driver logic and price structure, combined with the right technical knowhow to integrate the tool into your company's processes.

Advantages at a glance:

Visualize data

- User-friendly data interface to edit uploaded data
- Easy identification of potential portfolio product gaps
- Drill-down analyses of current product volume and revenue contribution generated per product value driver

Reprice portfolio

- Full portfolio architecture overview defined by value driver logic
- Simulation of product prices following a hierarchy pricing logic
- Flexible calibration options to define markups for each value

Monitor price change

- Live overview of price change impact, including displays of important KPIs to support price review and pricing decisions
- Transparency on price architecture to ensure adequate product pricing

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About Simon Kucher

For over 30 years Simon-Kucher & Partners has been helping hundreds of clients around the world address their strategic and marketing challenges. We are regarded as the world's leading topline advisor and thought leader. We have served more than 100 of the Global Fortune 500 companies and our clients come from all major industries.

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