

# AI's Powerful Pricing Potential

Generative AI-enhanced pricing can boost revenue growth, widening the gap between leaders and laggards.

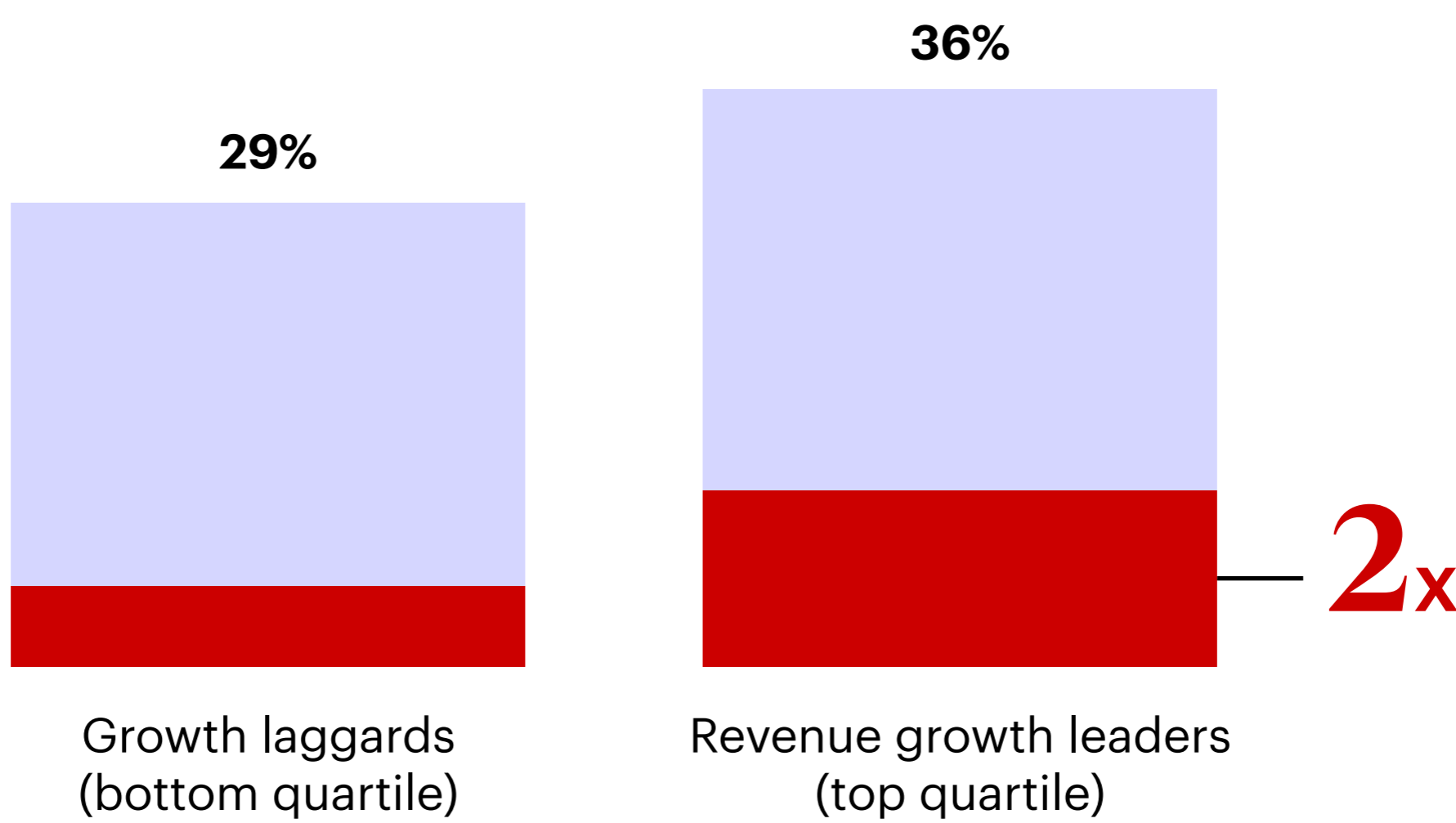


## Growth leaders already use AI

Firms in the top quartile of revenue growth use generative AI for multiple sales and marketing activities twice as often as those in the bottom quartile

● 1-2 use cases scaled

● More than 2 use cases scaled



## Data boosts confidence and results

Sales teams armed with data are stronger negotiators and report greater success in price realization

Of sales representatives and managers who **lack data-driven deal guidance**:

**44%** say they are confident in negotiating price with customers

**35%** say they recover inflationary cost increases through higher prices

Of those who **have data-driven deal guidance**, those numbers jump to:

**74%**

and

**61%**

## How AI can enhance pricing



### Democratizing insights

Teams can query price management apps to gain insights and make decisions with confidence



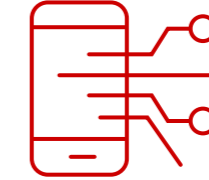
### Turning data into a competitive advantage

Analysis of unstructured data provides new insights into price sensitivity



### Improving prediction

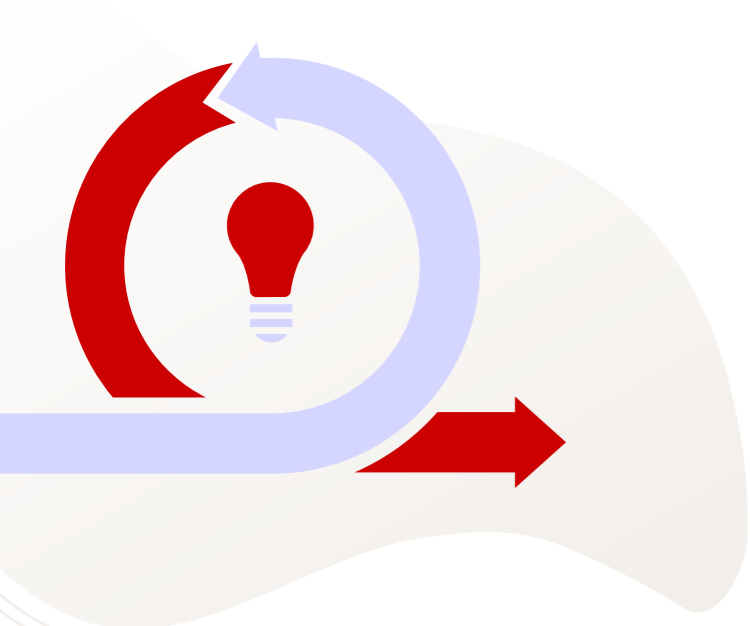
New data inputs improve predictive modeling for more precise pricing strategy and architecture



### Offering sales rep support

Generative AI copilots can share real-time deal guidance and pricing-focused sales plays

## Four steps to get started

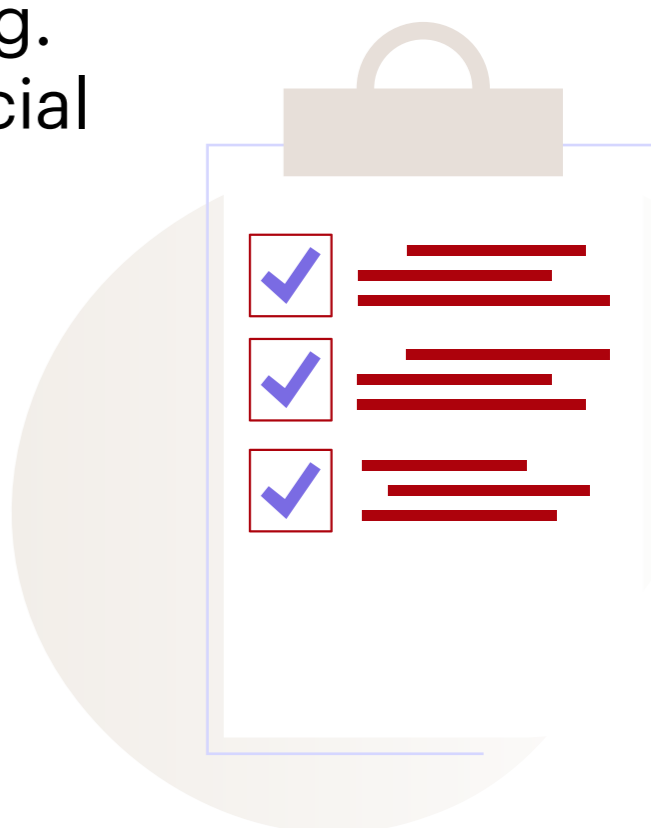


### 1 Reimagine processes

Just adding generative AI to current workflows is limiting. Consider broader commercial productivity

### 2 Prioritize use cases

by alignment to value, speed to value, feasibility, and risks, then get support from senior leaders



### 3 Start small

Test and learn with minimum viable products, then scale up successful experiments

### 4 Seek quick returns

to build support within sales and marketing for future investment

