Raise Your Confidence in Price Guidance for the Sales Team

Guidance rooted more in data than gut can improve win rates and revenue.

Guidance systems veer off course

Our survey of more than 300 pricing decision makers revealed that many struggle with providing effective pricing guidance for their sales team, even if they have invested in advanced configure, price, quote (CPQ) software.

Percentage of respondents citing the factor as a hurdle for implementing deal guidance

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Unprepared sales team</td>
<td>60%</td>
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<tr>
<td>Poor or missing data</td>
<td>63%</td>
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<tr>
<td>Lack of appropriate guidance systems</td>
<td>71%</td>
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How do leaders stand out?

4X more likely to give autonomy to sales reps in pricing decisions

49% more likely to give the sales organization analytical tools such as CPQ software

2X more likely to recover inflationary costs via price increases

88% more likely to have a fast, efficient price exception approval processes

Win 35% more deals

How one company recharged its pricing

By analyzing historical performance, its win-loss record, and the competitive intensity of deals, the firm designed more relevant guidance for its salesforce.

In several pilots, the new guidance approach increased average gross profits and grew their win rate from quote to order.

A firm that sells equipment to the energy sector was hamstrung by pricing decisions that relied on gut feelings and inconsistent market data.

The firm is on track to grow profits by $12 million to $23 million over the next 18 months.

Tips for effective pricing guidance

Get pragmatic by blending data analytics with the business context

Design the guidance tool and user interface to accommodate sales representatives’ behavior

Align sales incentives with the guidance structure and objectives

Source: Bain DDG Survey, July 2022 (N=308)