

Designed and delivered rapid workshop based approach to improve pricing / discounting capabilities to capture \$50m+ incremental revenue

Client context

- Global dairy player, facing **revenue and margin pressure** from record commodity prices and increased competition
- **Varied capability level** across global foodservice business (B2B2C), with **largest opportunity in improving pricing and discounting**
- Pressure to start to deliver benefits within 10 weeks

Client name: X
Team set-up: X
Fees Structure: X

Approach

- Designed **workshop based approach to improve pricing and discounting capabilities** and address barriers to capture value from improved pricing activities:
 - Built pricing and discounting knowledge
 - Identified immediate term opportunity to improve pricing and discounting outcomes
 - Developed implementation / capture plans
 - Started to build front-line capabilities to have the tough conversations to drive price
- Attendees drawn from across local team to build cross-functional capabilities and improve one-team commitment

What was unique: X

Impact

- Identified **\$50m+ in revenue upside** across 6 pilot markets / categories
- **Built knowledge and confidence** in local teams, which is translating into continued efforts to push price
- Created **foundation and commitment for longer-run program** to develop advance pricing, trade-spend and promo capabilities