Today, many Consumer Packaged Goods companies struggle with managing prices globally and maintaining pricing power. Loss of pricing power alone has significant implications including difficulty with price increases and increasing trade spend budgets, as well as effectively pricing new products and causing inequities between customer accounts.

**Pricing Strategy & Management Services for the CPG Industry**

To help overcome these issues, Pricing Solutions has identified 8 core pricing processes we work with CPG companies to master. They include:

- Channel Consolidation: Customer Fairness & Equitability, Managing Requests for Deals and Implementing Price Increases
- Optimizing Price Levels, Gaps & Promotions
- New Product Pricing Optimization
- Evaluating Profit / Volume / Price Trade-offs
- Establishing Retail Price Points and Pricing Psychology
- Developing Competitive Pricing Skills
- Establishing a Trade Spend Budget
- Managing Foreign Exchange

**Pricing DNA**

Our Pricing DNA tool helps convert Elasticity, data many CPG companies already have access to, into Price Importance for Price Value Maps.

**Perceived Value Map: Sample Deliverable**

PVMs take into consideration price, brand attributes and competitors to help clients understand their positioning: Value Advantage vs. Value Disadvantage.

**Select Clients**

Pricing Solutions is proud to work with many industry leaders, including:

- Coca-Cola
- Nestlé Canada
- Schick
- Hylands
- LEGO
- Johnson & Johnson
- Farley’s & Suthers
- Unilever
- MAM USA
- Cadbury Adams

**Driving Your Business Forward**

Over the course of 700+ global pricing studies we’ve developed our World Class Pricing Process Maturity Model™. The framework outlines the stages of growth that pricing managers and Consumer Packaged Goods companies must go through on the journey to pricing excellence. First, we assess your level by determining a Pricing Diagnostic Scorecard, then develop a Roadmap to take control of pricing strategy and processes.

While the majority of companies are operating at Levels 1-3 of the model, achievement of each Level generally results in a 1 to 3% improvement in net profit, with payback usually realized within 12-24 months.