

# STRATEGIC PRICING ORGANIZATIONAL DESIGN WITH THE WIGLAF PRICING FRAMEWORK

Are you leading an organization and desiring more certainty and predictability in your pricing decision making and decision making process?

OR

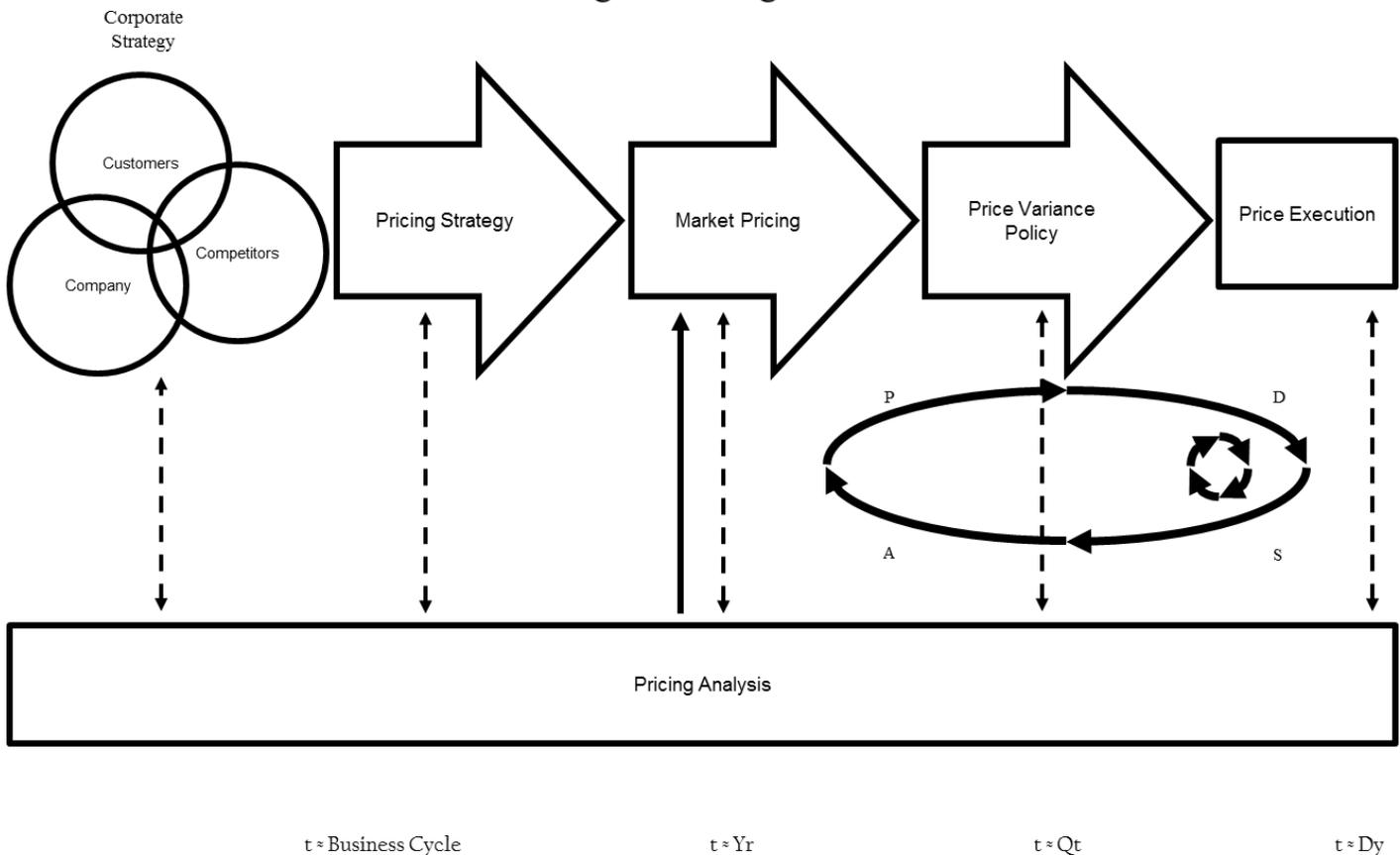
Do you want your organization to make pricing decisions more effectively and efficiently?

Then use our **Strategic Pricing Organization Design** services. Our pricing strategists will help you reduce decision-making challenges and gaps and bring your pricing organization onto the path toward pricing excellence.

To drive this organizational improvement, we will compare your organizational decision-making framework against that used by leading Global 2000 firms, and customize the framework to meet your specific strategic needs.

A Strategic Organizational Design with the Wiglaf Pricing Framework engagement ranges from \$74,400 to \$449,400. The scope is determined by the complexity of the organization and the number of markets it serves.

## Wiglaf Pricing Framework



## STRATEGIC PRICING ORGANIZATIONAL DESIGN APPROACH

The **Wiglaf Pricing Framework** identifies how firms are using the pricing function to improve profitability and decision effectiveness. It was developed from first-person interviews with executives of growing and profitable Global 2000 firms, peer-reviewed academic journals, and relevant literature meta-analysis. The Wiglaf Pricing Framework covers the culture, structure, and routines for managing pricing decisions across the corporate cycle.

In a strategic organizational design effort, we compare your current organization against the Wiglaf Pricing Framework to identify gaps to be closed through organizational enhancements or further investments, and estimate the return on investment for making the suggested improvements.

Against the Wiglaf Pricing Framework, we track pricing decision-making starting at the corporate strategy level, through pricing strategy, market pricing, and price variance policy to reach the moment of truth: price execution. Through the Wiglaf Pricing Framework, we design the appropriate pricing decision-making team, the information and methods needed to inform pricing decisions, and the managerial structure and processes needed to ensure decision-making efficiency and effectiveness.

A Fast-Track Strategic Organizational Design with the Wiglaf Pricing Framework engagement is a four-week intensive exercise with two Wiglaf Pricing experts priced at \$74,400. More extensive engagements can span 13 weeks, engage three to four resources, and reach a price of \$449,400. The scope is determined by the complexity of the organization and the number of markets it serves.

## STRATEGIC PRICING ORGANIZATIONAL DESIGN PROCESS

Action Step	Purpose
<b>Situation Analysis</b>	To understand the current approach to managing pricing decisions <b>across the corporate decision-making</b> cycle and identify the challenges it is creating.
<b>Gap Analysis</b>	To detect the gaps between the current organizational outcomes and the desired organizational outcomes in <b>decision-making efficiency and effectiveness</b> .
<b>People and Process Design</b>	To determine the <b>people</b> necessary to achieve the desired price-management outcome. To create a visual “ <b>swim-lane</b> ” business-process-flow diagram to clarify the required principals and activities in managing a pricing decision.
<b>Recommendations</b>	To recommend the <b>pricing organizational changes</b> .

# WIGLAF PRICING

## HELPING EXECUTIVES MANAGE PRICE BETTER™



Executives choose Wiglaf Pricing to identify launch prices for new products and services, define price structures to profitably segment markets, conduct deep-dive pricing analytics, improve price variance management, and develop organizational capabilities through people, process, and tools.

We deliver help through consulting and training. Check out our template offerings:

- Strategic Pricing Organizational Design with the Wiglaf Pricing Framework
- Exchange Value Model Pricing
- Conjoint Pricing
- Data Mining Pricing
- DIY Advisory Service via Wiglaf on Tap
- DIY with Wiglaf Price Training

### ABOUT WIGLAF PRICING

Wiglaf Pricing is a dynamic and growing advisory firm. We are a team of experts focused on helping firms achieve improved pricing. We apply the latest research in pricing to the client's situation in order to deliver results that matter.

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