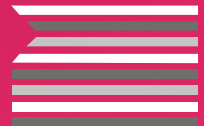




PeerPricing



Clear pricing guidance based on benchmarks and from real sales reps

Let the best sales rep inspire the rest: PeerPricing, a cloud-based application, uses internal benchmarks to develop clear pricing guidelines and improve price implementation. Whenever your sales team is heading into a price negotiation, this engine gives them the knowledge as well as the confidence to achieve optimal prices!



Key features

- Easy-to-use front end for sales reps:
 - Pre-filled data: Existing customer characteristics are automatically loaded from customer databases and do not require input to create simple deal ratings
 - Visual guidance: Intuitive performance rating provides crisp and clear pricing guidance with just a few clicks
 - Automatic calculations: Dynamic value drivers including deal revenue, product category are automatically derived, avoiding manual mistakes
- Fully flexible configuration supports various use cases and pricing models
- Monitor team performance via dashboards:
 - Track sales team performance and monitor the effectiveness of PeerPricing



Key benefits:

- Crisp and clear pricing guidance: Sales reps receive clear guidance on discounts or pricing, and can review comparable past deals to build pricing confidence.
- Easy-to-use deal evaluation process: Customer and product databases enable sales reps to only input deal-specific factors as needed to receive guidance.
- Based on vast pricing experience: PeerPricing is designed based on Simon-Kucher's experience from 3000+ sales, pricing, and marketing projects in the last 3 years.
- Consistent pricing strategy: PeerPricing reduces pricing inconsistencies and promotes price achievements, therefore it can realize significant profit improvements.



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