



SET THE OPTIMAL PRICE POINTS ON LIMITED RESOURCES AND/OR DECLINING INVENTORY

When a customer asks to buy a certain product or services, typically it's sold on a first come first serve basis.

If you're dealing with limited availability of those resources, you may potentially be losing money by taking this strategy. Not all customers are the same. They have different willingness-to-pay thresholds and different demands for

a particular resource. This science uses historical data to calculate that demand. By leveraging this intelligence, along with a customer's willingness to pay, you can properly allocate your resources and maximize your revenue potential.

HONE YOUR OFFERS THROUGH SEGMENTATION AND PREDICTIVE ANALYTICS

Winning isn't just about price but rather a whole set of factors that can be difficult to measure. This is how we think about contract and offer optimization – putting the best offer on the table based on market testing and responses.

Instead of trying to guess what the most relevant and meaningful offer attributes are for each customer, this science enables you to test the market response to different negotiation tactics to statistically proven them out. This methodology starts with segmentation and the creation of a unique profile for each customer grouping based on their prior purchasing behaviors. As different actions are tested, the corresponding

responses from your installed base are gathered for analysis and the best offers are identified for each segment. Each customer segment profile is enhanced with these new attributes, making it easy to hone your offers for future deals.

OPTIMIZE AND TEST CUSTOMER SEGMENT-SPECIFIC PRODUCTS AND PRICING

Presenting the right offer at the right time is crucial to winning.

Moreover, the offer must be customer specific, since different customers can have very different preferences. This science shows how you can track current offerings, introduce new ones

and optimize the best offering by customer segment – even when facing competing goals such as revenue, conversion or profit.