

## OPERATIONAL CONSULTING

Simplify your work processes to reduce operational costs and spend more time pursuing new business and innovating new products and services

- Systems Simplification
- Reduced Administration
- Work Flow Optimization

## STRATEGIC CONSULTING

Grow your business sustainably by building better relationships, servicing new markets, and enhancing your business model.

- Business Partnerships
- Business Development
- Exit Planning

## TURN KEY SOLUTIONS

You have a business to run so focus on what you do best. We work with your team to determine the best solutions and coordinate services to make implementation and hand off as simple as possible.

## ONGOING SUPPORT

Business changes all the time and an objective third party view keeps you proactive to changes and able to compensate before they torpedo your business.

# Case Study – Pricing Optimization

## Boosting Revenues while Maintaining Client Satisfaction

- **Approximately 40% increase in estimated revenues**
- **Return On Investment < 3 weeks**
- **Premium pricing for peak times leading to bonus revenue**

### Background:

Starting your own business based on quality workmanship and service is great. However, like most entrepreneurs, you may devalue your services or even feel guilty about charging a premium price. This is further complicated when referrals begin to outpace your ability to keep up with demand and still deliver quality.

Naturally, most business owners compensate by hiring new employees to take on additional work. However, this adds additional cost to your operations and requires a new pricing model.

This client was guaranteeing the same 'guilt free' pricing at a rate far below competition, despite the additional man hours required to manage and quality control his team. Meanwhile, pricing was done from the hip – without any real guidance to maintain the bottomline.

### Solution:

When you win every job you bid, that is a sign that your perceived value is far above what you are charging. Based on this and demand far exceeding operations, a new pricing model was created. Starting with cost base pricing with mark up to maintain margins, then expanding to value based pricing lead to a model raising rates as much as 40%. Fine tuning pricing based on a target loss rate not only lead to premium rates, but brought the volume of work to a manageable pace – which has allowed for continued high quality craftsmanship

Within three weeks, the business was able to quote a rush job at the premium rate with a surplus \$3,000 on top. Added revenue is allowing for future re-investment in the company to continue their goal of aggressive growth to achieve retirement in record time.

