Category

Enterprise Transformation

Tech-Enabled Commercial Transformation Playbook (Revenue Growth, Pricing)

A method for using data, pricing science, and digital enablement to drive measurable revenue and margin growth from the existing commercial engine.

- Executive
- Intermediate
- Template Included

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- 8 minute(s)

Overview

A practical framework for combining pricing analytics, sales enablement technology, and revenue operations to unlock growth from your current customer base and go-to-market motion.

Do we need new sales technology to run this playbook?

No — the diagnostic and pricing discipline phases can run entirely on your existing CRM, CPQ, and transaction data. New technology becomes relevant only in the Growth Enablement layer, once pricing discipline is established and you know specifically what capability gap it needs to fill.

How much margin recovery is realistic from fixing discount governance alone?

Organizations with ungoverned discounting commonly see average discount rates vary by 5-15 percentage points across otherwise similar deals with no clear justification; recovering even half of that variance typically translates to 1-2 points of gross margin, often the largest single lever in the entire playbook.

Will tighter pricing discipline hurt our win rate?

A well-designed pilot almost always shows minimal win-rate impact, because most reps are discounting out of habit or lack of visibility rather than genuine competitive necessity — real competitive exceptions get handled through the escalation tier of the approval workflow, not blanket restriction.

How is a van Westendorp price sensitivity study different from just asking customers what they'd pay?

The van Westendorp method asks four specific questions (too cheap, cheap, expensive, too expensive) that triangulate an acceptable price range and a resistance point, rather than a single willingness-to-pay number that respondents tend to answer strategically or inaccurately in isolation.

Should pricing changes be rolled out company-wide immediately?

No — pilot in one region or product line first for 4-6 weeks to catch unintended effects like channel conflict or competitive response before extending changes to the full commercial organization. A contained pilot also builds sales leadership buy-in with real evidence rather than a mandate imposed top-down, and it establishes the right sequence for everything that follows: pricing discipline first since it's the fastest, cheapest margin recovery and needs no new systems, data integration second since growth enablement technology depends on it, and new sales technology last, once you know precisely which capability gap it needs to close.

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