Category

Consulting

Pricing & Revenue Management Consulting Playbook

Delivering pricing consulting engagements that clients can actually implement, not just analytically elegant recommendations

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for structuring pricing and revenue management consulting engagements to produce recommendations the client organization can genuinely operationalize — accounting for sales team adoption, systems capability, and change management, not just pricing theory.

Why do pricing consulting recommendations often fail to be

implemented? Frequently because the analytical recommendation is sound but doesn't account for what the client's sales organization, systems, and change capacity can actually absorb — a technically optimal pricing model the organization can't operationalize delivers

no real value.

Should pricing consultants get involved in change management, or

just deliver the analytical recommendation? This playbook argues for genuine involvement in implementation planning — a pricing recommendation without a realistic adoption plan is substantially less valuable than one with a considered path to actual organizational adoption.

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