Category

Commercial Excellence

Commercial Excellence in Inflationary & Volatile Markets Playbook

Adjusting pricing and commercial strategy fast enough to keep pace with genuinely volatile cost conditions

- Executive
- Advanced
- Template Included

- Administrator
- 11 December 2021
- 3 minute(s)

Overview

A framework for commercial excellence in inflationary and volatile markets — building pricing and commercial processes that can adjust responsively to genuinely volatile cost conditions, avoiding the common failure mode of pricing processes too slow to keep pace, eroding margin during periods of rapid cost change.

Why do organizations struggle to adjust pricing quickly enough

during genuinely volatile cost periods? Pricing processes designed for stable-cost environments — infrequent review cycles, extensive approval requirements — aren't built for the responsiveness volatile conditions require, causing margin erosion as costs move faster than the pricing process can adjust.

What's the most important commercial process adaptation for

volatile market conditions specifically? Establishing a more frequent, streamlined price review and adjustment cadence specifically during volatile periods, rather than maintaining the same infrequent review cycle appropriate for stable-cost environments.

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