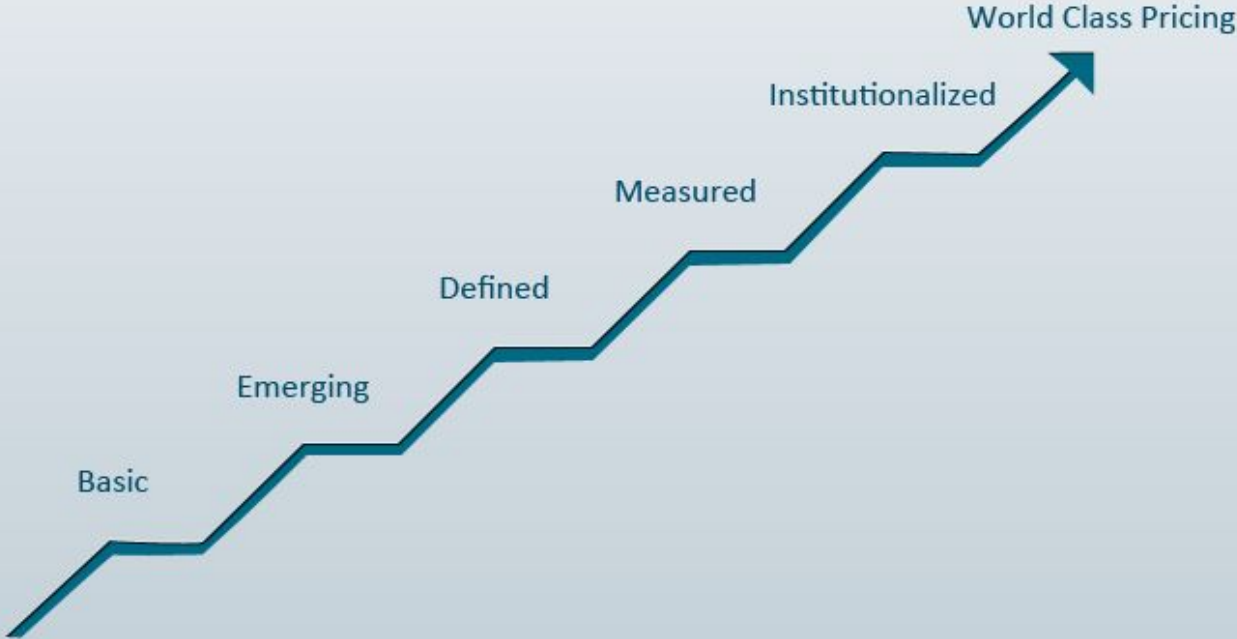




PriceCheck™

VISTAAR

Evaluate your pricing maturity today.
Discover a path towards growth for tomorrow.



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Fine



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There is no doubt that pricing drives competitiveness and overall business performance.

By answering the following six questions Vistaar can help you determine your organization's stage of pricing maturity and what steps you can take to improve pricing processes and practices within your organization.

This short quiz provides a simple first step towards developing your pricing maturity.

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Please tell us your industry:

Accounting

Which of these most closely aligns with your job function?*

Select

- Select
- Marketing
- Product Marketing
- Sales
- Sales Operations
- Finance
- Pricing Team
- Deal Desk
- IT
- Executive Management
- None of these

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Can we make this the form? We ask them here for some basic demos and then ask at the end for name/email, etc.

Are there any industries or job functions we are missing?



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Q1 Rate each of the statements below based on the pricing structure in your organization.

Click the dots to choose a rating. 1 star = Strongly Disagree, 5 stars = Strongly Agree.

- • • • • One functional department has influence in final pricing decisions.
- • • • • We have established pricing guidelines to support field sales execution.
- • • • • Pricing responsibilities are balanced across product teams with strong guidance from the other functional groups.
- • • • • P&L manager has a high visibility into pricing decisions at every level.

6 questions to go

Next Question

One functional department has influence in final pricing decisions.

0-10-20-30-40-50

We have established pricing guidelines to support field sales execution.

0-20-40-60-80-100

Pricing responsibilities are balanced across product teams with strong guidance from the other functional groups.

0-30-60-90-120-150

P&L manager has a high visibility into pricing decisions at every level.

0-40-80-120-160-200

Score = 0

= 1 [100 - 175]

= 2 [180 - 250]

= 3 [255 - 325]

= 4 [>= 330]



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Q2 How would you describe pricing analytics in your organization?

After reviewing all possible responses select the one that best describes your organization.

- 1 Pricing analytics is based solely on internal transactional data contained in various spreadsheets.
- 3 In addition to internal data, competitor and market data are considered before implementing price changes.
- 4 Pricing analytics are based on historical data as well as forward-looking scenarios.
- 5 Advanced pricing science/statistical modeling is used effectively to shape demand in order to help manage supply chain.

[Previous Question](#)

5 questions to go

[Next Question](#)

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Should we add “or internal tool” to bullet one?

Should last bullet be more generalized?
For example,
“Advanced price science, statistical modeling and/or machine learning are used to effectively to shape pricing recommendations”

Q3 Identify the method that your company predominantly uses for segmentation.

After reviewing all possible responses select the one that best describes your organization.

- 1 We segment prices based solely on discreet demographics, e.g., customer size, order size, geography, customer type, etc.
- 2 Segmentation is based on estimated or actual competitive intensity in a certain region, account, etc.
- 4 We segment according to customer behaviors and value.
- 5 Customer segmentation is based on shared relative price-sensitivity / willingness to pay which is regularly updated.

[Previous Question](#)

4 questions to go

[Next Question](#)

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Does this still make sense?

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Q4 Which of the following techniques does your company use to set prices?

Check all that apply.

- 1 Cost-plus pricing methods.
- 1 Price positioning relative to our competitors.
- 1 Elasticity-based pricing methods.
- 1 Price science techniques are used across multiple functional groups in the organization. Coordination of both prices and promotions maximize the total effect of the two.

[Previous Question](#) 3 questions to go [Next Question](#)

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Does this still make sense?



Q5 How would you describe the role of competitive intelligence in your organization?

Check all that apply.

1

Our competitive intelligence program encompasses special price requests and customer complaints as sources of potentially valuable data.

1

Our competitive intelligence program includes consideration of break points found in optimization demand curves.

1

Competitive intelligence is used to determine relative product/ service value, not just collecting price data.

1

We apply competitive data and demand elasticity to set target prices for negotiation with suppliers to maximize profit.



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Q6 How would you describe your company's pricing infrastructure (i.e, technology and systems support)?

Check all that apply.

- 1 Most of our price planning is contained in individual spreadsheets.
- 1 We have some automated systems in place, such as price and deal approvals, deal scoring or audit trails.
- 1 Prices are linked and maintained globally but with local market-adaption provided as needed and third-party arbitrage risk controlled.
- 1 We have a seamless integration of price setting and price execution processes with visibility to all relevant pricing data.

[Previous Question](#)

This is the last question!

[Get Results](#)

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Do these responses need to be updated?



Remove logo and subtext from logo – redundant

Stage = stage-1 [6 <= totalscore <= 9]
= stage-2 [10 <= totalscore <= 13]
= stage-3 [14 <= totalscore <= 18]
= stage-4 [19 <= totalscore <= 24]
= stage-5 [25 <= totalscore <= 27]

Questions:

How is the system calculating the results? Do we have access to this information?

- It would be good to verify it all is accurate with David

Do we have access to the reports at each maturity level (basic, emerging, etc.)?

- Can you share these with me? It would be good to review content and have David verify the technical accuracy

Can we move the form up to slide 3 as mentioned in the deck?