

10X ROI With Pricing Optimization

Smarter, faster, and easier selling with White Cup Pricing

Pricing for distributors is often based on fixed margin percentages and discounted prices based on gut decisions. However, there's a better way. Don't miss these two easy opportunities to expand your margins and build profits:

Peanut butter discounts: Do all the SKUs on your quotes tend to have a standard discount value? Learn which line items are more critical to the customers and where you can adjust the margin.

Multiple of 5s: Are all your discounts multiples of 5 - 5, 10, 15, etc.? Discover the opportunities to lower those 1 or 2 points without aggravating your customers.

White Cup Pricing, powered by epaCUBE, takes the guessing out of your pricing practices. It provides data-driven pricing strategies that expand margins and build profit year over year.



Increase profitability

Identify profit opportunities at the customer and product levels based on historical data and built-in best practices.



Deliver excellence

Validate and adjust the pricing recommendations for a customer's unique business challenges. Establish a clear price floor and ceiling that won't erode margin when offering a competitive price.



Increase visibility

Easy-to-read dashboards clearly illustrate how price, margin, and profit are performing week over week.

Customer Results

10X ROI

8.6% Margin Improvement

5.5% Gross Profit Improvement

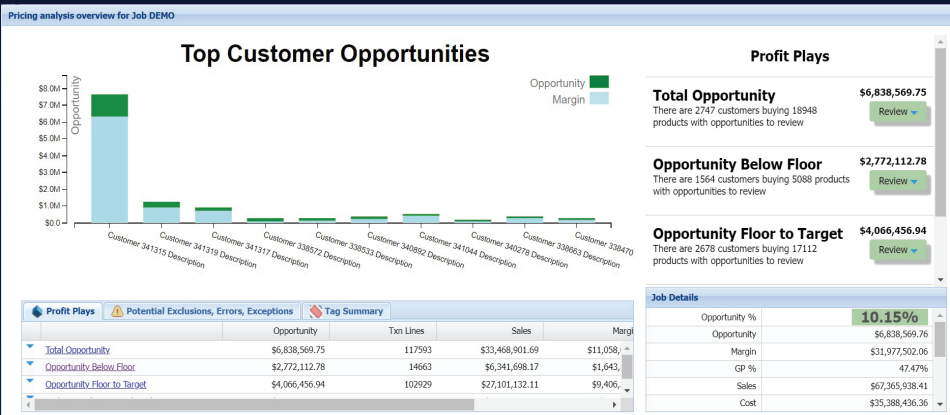
\$3M New Profits

50% Override Reduction

Smarter

- » Quickly run “what if” scenarios to forecast pricing options before deciding a price
- » Customized segmentation provides discounting guidelines for your high and low spending customers

Focused By PRODUCT_SEGMENT_TARGET Job DEMO 1 Filter											
Product Target Segment			GP Distribution			Historical			Opportunity		
						Revenue	Margin	Rebates	GM%	Override%	
1	105					\$296,503.17	\$83,576.43	\$0.00	28.19%	34.44%	\$193,945.64
2	MIL					\$209,560.51	\$44,000.74	\$0.00	21.00%	42.86%	\$166,711.70
3	103					\$194,843.75	\$32,030.42	\$0.00	16.44%	16.98%	\$148,923.38
4	CHU					\$554,540.67	\$95,710.83	\$0.00	17.26%	31.45%	\$132,569.98
5	PAS					\$246,766.40	\$47,167.05	\$0.00	19.11%	88.71%	\$132,128.74
6	ROS					\$156,294.62	\$39,464.83	\$0.00	25.25%	14.17%	\$114,005.65
7	104					\$83,317.40	\$16,548.38	\$0.00	19.86%	40.00%	\$93,858.88
8	SHP					\$95,189.35	\$24,355.29	\$0.00	25.59%	13.27%	\$80,101.89

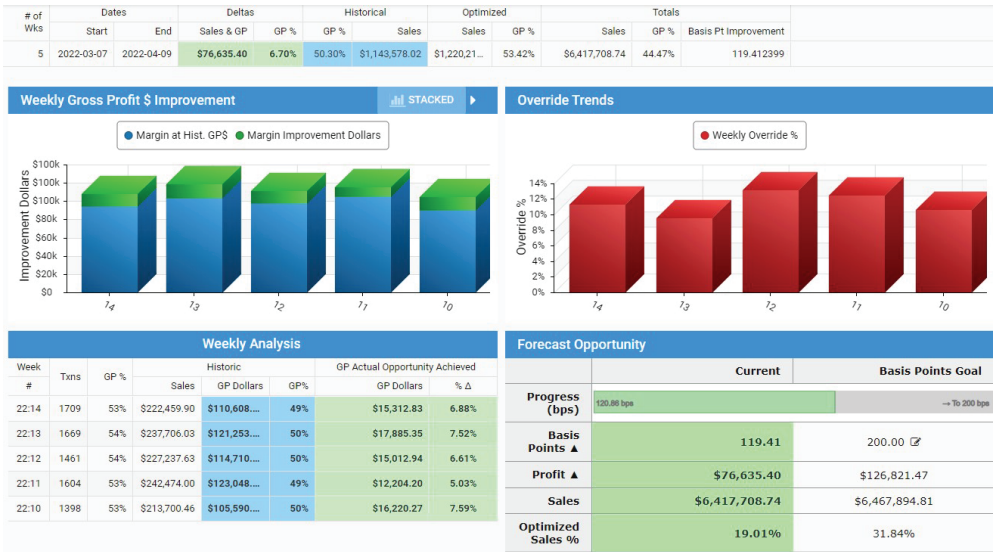


Faster

- » Use time-tested methods to gain early wins and drive ROI-boosting adoption
- » Drive faster order closing with flexible, nuanced, and customized pricing recommendations

Easier

- » Easily visualize opportunities for gross profit improvement based on historical data
- » Enhance segmentation with built-in best practices for current strategies for pricing option





If our IT guy made changes on special contracts, it would take him a few days. Now he can do it in a couple of hours. White Cup Pricing has allowed us to create a unified structure with everybody on the same playing field."

CEO

HVACR Distributor



White Cup Pricing Advisory Program

Take advantage of our 3-month training program with our Advisory Team of pricing and segmentation experts from epaCUBE, the analytic power behind White Cup Pricing. Collaborate with the experts to develop pricing and segmentation strategies based on your unique business needs. Leverage hands-on training for your team and learn best practices to ensure continuous improvement and long-term success.

White Cup CRM + BI

Say hello to White Cup CRM+BI!
Enable your sales teams with the right tool, all in one place. Enhance your decision making with actionable insights through 200+ distribution-specific, ready-to-run reports and 40+ pre-built dashboards.

About White Cup



White Cup offers data-driven selling technology that makes selling smarter, faster, and easier for distributors. White Cup's industry-specific CRM, Business Intelligence (BI), and Pricing products drive revenue, improve profits, and reduce overall costs. With decades of industry experience, White Cup is trusted by more than 1,000 customers globally.

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Visit WhiteCupSolutions.com to Learn More

