

# PRICE PLAN MANAGEMENT

## One of Your Most Vital Sales Tools

Routeique™ is more than just a map or database. It's a vital sales tool.

The Routeique™ Price Plan Management tool gives you and your sales team instant access to product information (like inventory counts and product details), so you can create a price plan customized to your clients' needs. This vital sales tool allows you to quickly and easily roll out a pricing approach across a long list of clients, removing the need for one-on-one management.

Continue to offer excellent customer service while accommodating the unique differences between customers, even the hard negotiators, with a three-tiered pricing model. In cases where you would like to provide a custom pricing structure to win new business, the Price Plan Management tool gives you the precision you need to deliver on your sales strategy.

Having this information and control at your fingertips can make all the difference between, "We'll think about it," and closing a sale.



## Capture New & Recurring Business With a Three-Tier Pricing Structure

### Tier 1 *Your Default Price*

This tier is the master list of all your 'Products' and their default prices. Typically, this is the highest price because it doesn't consider any special pricing or discounts.

### Tier 2 *Your Price Plan*

Your 'product pricing by product' feature. This tier is beneficial when you offer product-specific sales or discounts to more than one customer. This tier also allows you to manage one or more price plans across many customers quickly. Tier 2 pricing always trumps Tier 1.

### Tier 3 *Your Customer-Specific Price*

Set customized prices specific to a customer, allowing access to a lower unit price distinct to them. This is great for your loss leader pricing strategies. Tier 3 pricing always trumps Tier 2.

## Never Lose Sight of Your Bottom Line

The main goal of utilizing the Price Plan tools is to maximize your customers' lifetime value while increasing your revenue. The Routeique™ Price Planning system makes it easy to track your strategy across all your customer accounts, while also keeping afloat of how you are tracking against product costs.