

# CASE STUDY

## Critical boutique pricing consulting firm need

**INDUSTRY:** Manufacturing  
**BUSINESS TYPE:** B2B

### CHALLENGE

A PE firm vice president came to us with a critical need for a pricing expert that could help several of their portcos in the manufacturing industry. Facing pricing challenges such as trouble getting price increases from procurement groups and historical company cultures of not raising prices, the PE firm knew a pricing expert was critical in building value at these portcos. They were looking for a single-shingle pricing consultant or boutique pricing consulting firm with industry experience that could provide analytical support to the management teams as well as strategic planning.

### RESULT

Quickly after the initial scoping call, the PE firm was introduced to three PE-grade boutique consulting firms with extensive experience in manufacturing. The client selected their ideal choice quickly and was very pleased with the outcome the pricing consulting firm provided. The PE firm was able to use the consulting firm to not only address the pricing issues, but identify the root cause of the problem, and train the sales teams in all portcos on pricing strategies.

### SOLUTION

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade pricing strategy needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of pricing consultants that uniquely meet the private equity standard. We interviewed the PE firm to understand their specific key criteria, and then connected the client with select pre-vetted boutique pricing consulting firms from our invitation-only Intelligent Network that fit their exact needs.

“The consultant BluWave connected us with not only addressed the symptom of poor pricing strategy but also discovered that the root cause was poor commercial leadership. This subsequently led us to add a new chief commercial officer to the executive team.

- CEO at PortCo