



## ONE VISION, ONE TEAM, ONE PRICE



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Loon Spielmann is the Vice President of Pricing Strategy at Bosch Rexroth, bringing over 20 years of experience in pricing and competitive intelligence from the medical device industry to the industrial automation sector. He specializes in developing and implementing global pricing strategies that drive profitable growth. His focus is on empowering sales teams with data-driven insights and tools to strengthen value propositions and optimize competitive price positioning. His proven ability to synthesize pricing strategy with competitive intelligence, honed in the highly competitive B2B market, is now a key asset in shaping Bosch Rexroth's pricing approach across its diverse and complex product portfolio.

### ABSTRACT

In the complex B2B landscape, competitive pricing intelligence is crucial for winning deals profitably. This article addresses the challenges B2B pricing teams face in gathering and utilizing competitive data, offering practical solutions. It explores the difficulties of accessing hidden pricing information, the legal and ethical considerations, and the challenge of validating data reliability. The article advocates for a proactive, organization-wide approach to collecting both structured and unstructured data, emphasizing ethical practices and the importance of combining multiple sources for a comprehensive view. It highlights the power of imperfect data over no data, urging businesses to embrace a hands-on approach to competitive intelligence for a significant competitive advantage.

## WINNING THE PRICING GAME: MASTERING COMPETITIVE INTELLIGENCE IN B2B

In the opaque world of B2B, where pricing isn't readily transparent and deal structures are complex, competitive pricing intelligence becomes paramount. Winning deals hinges on understanding the competitive landscape – securing contracts at prices that ensure profitability, not just market share. Yet, many B2B pricing teams struggle to integrate this crucial practice. Let's unpack the obstacles and offer actionable solutions.

### THE CHALLENGES OF COMPETITIVE INTELLIGENCE IN B2B

B2B pricing is often hidden within customized proposals and confidential negotiations, making direct comparison difficult. While ignoring the competition is not an option, gathering reliable data presents unique challenges.

#### CHALLENGE #1

#### THE DATA DESERT: "THERE'S NO DATA AVAILABLE"

Customized deals and confidential offers make creating a central database of competitor pricing challenging. Data is often scattered, unstructured, and siloed within the organization. Even when readily available, valuable information is frequently dismissed due to perceived imperfections, such as potential bias in sales team input or the perceived unreliability of email communications.

**SOLUTION:** Implement a collaborative, organization-wide program to collect every piece of competitive information available. This includes structured data from CRM systems and market reports, as well as unstructured data from sales notes, customer feedback, and even hallway conversations. A dedicated team (even a small one of 1-2 people) can curate this data, building a centralized repository of competitive insights. Don't let perfection be the enemy of progress – gather everything that is available and refine the process over time.



## THE LEGAL LABYRINTH: "COLLECTING COMPETITOR DATA IS RISKY"

## THE VALIDATION VOID: "DATA IS UNRELIABLE"





## THE KEY TO SUCCESS: ACTION OVER INACTION

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The most crucial step is to start. Adopt a hands-on approach, building a structured process for collecting and analyzing competitive intelligence. Don't get bogged down in seeking perfect data – even imperfect data provides valuable insights. The earlier you begin, the sooner you can refine your approach and gain a competitive edge.

As Charles Babbage wisely noted, "Errors using inadequate data are much less than those using no data at all." Embrace this principle and begin building your competitive intelligence program today. The rewards will be well worth the effort.





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