

SHIFT



the **future** of distribution

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Strategic Pricing for Hybrid Sales Success

Scott Sinning
President, Pricing for Distributors

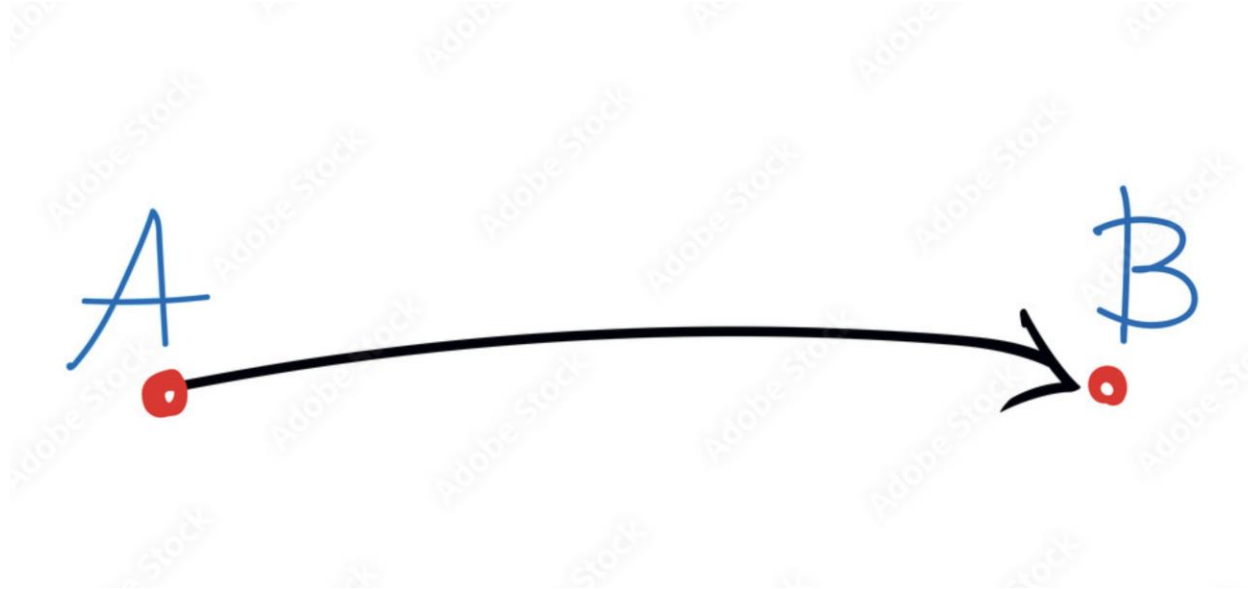
May 14, 2025



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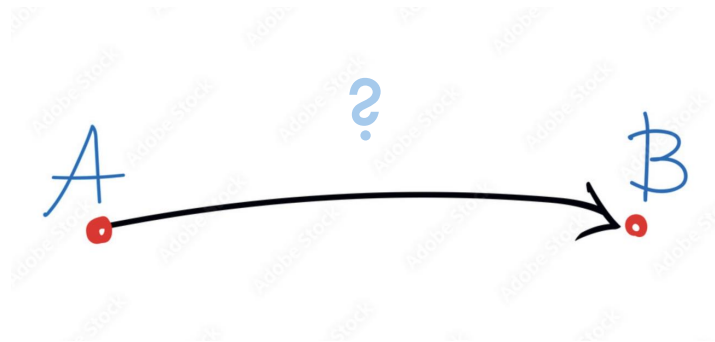
The SHIFT is On!



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Where do you stand today with your hybrid sales pricing capabilities?



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What is a hybrid sales model?



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I also asked ChatGPT ;)

  ChatGPT 4o ▾

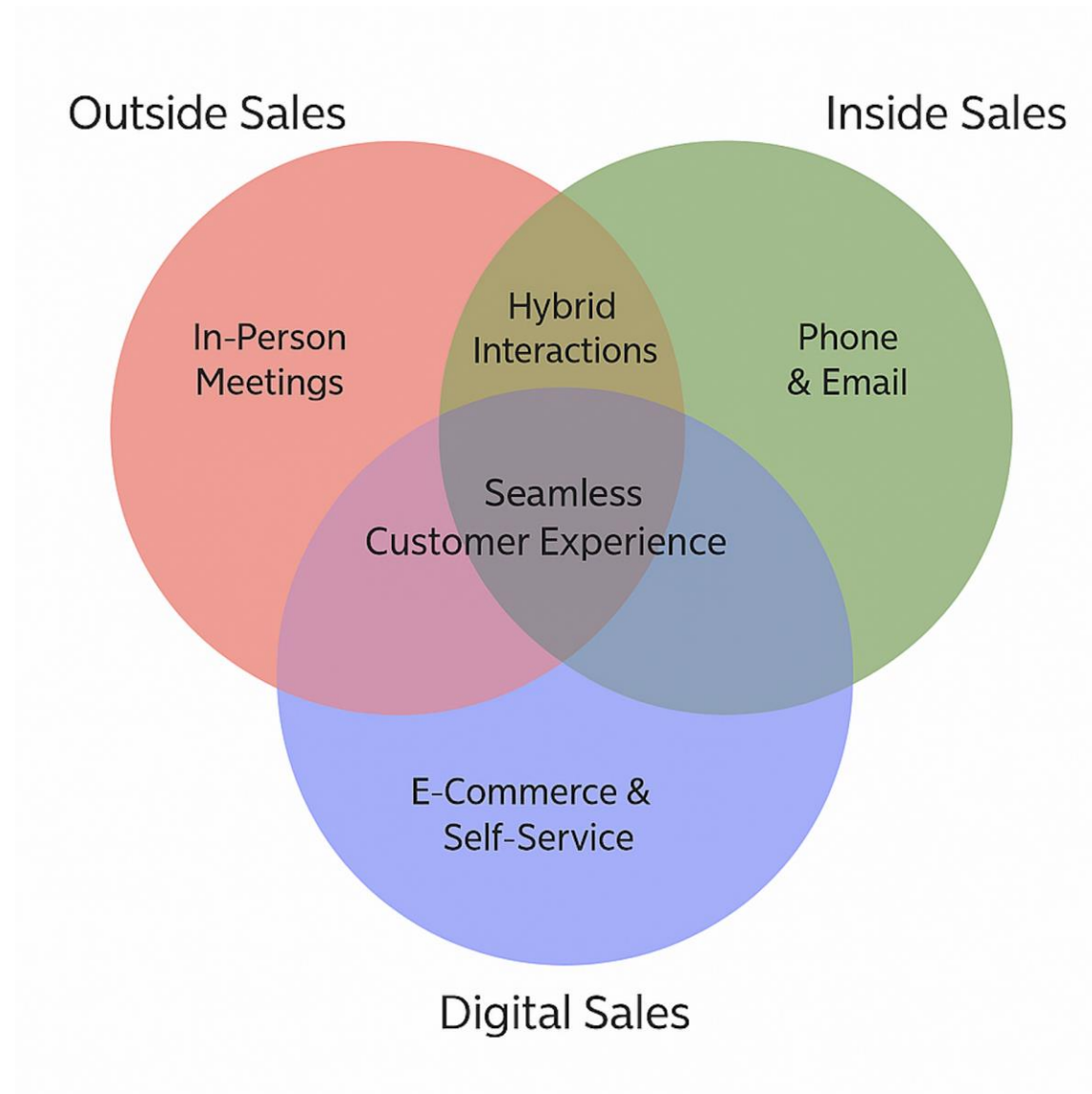
what is a hybrid sales model for B2B wholesale distributors in 25 words or less

A hybrid sales model combines outside, inside, and digital sales channels to serve customers more efficiently, balancing relationship-building with scalable, cost-effective transaction handling.



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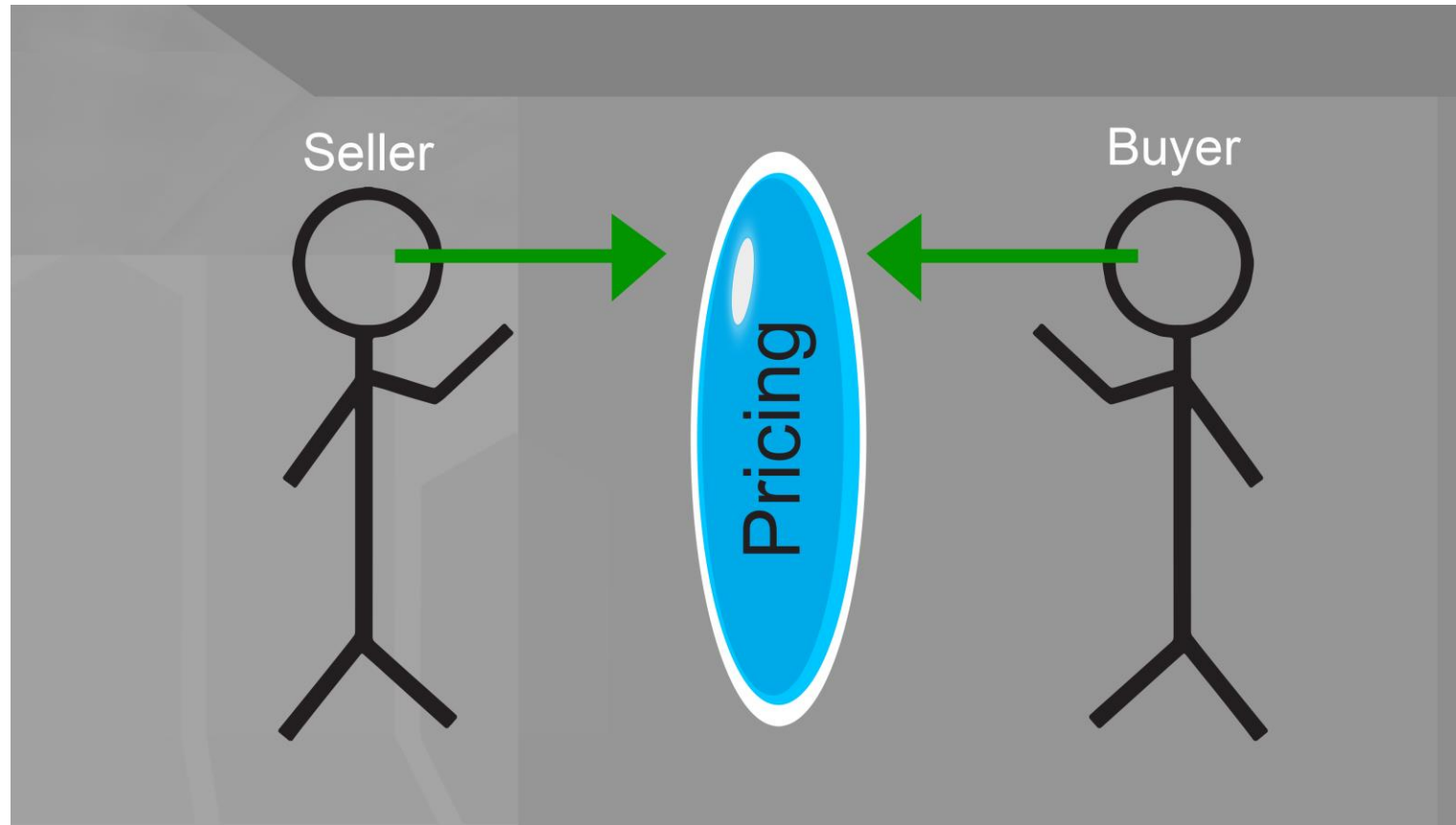




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Customer Experience



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How pricing gets delivered

Channel	Order type	Pricing Source	Communication	% sales
Outside Sales				
Inside Sales				
Counter				
Digital				
Sales Center				
Website				
<i>Examples</i>	<i>Daily stock order, job buyout, blanket, non- stock, project</i>	<i>System target price, contractual agreement, manual override</i>	<i>System quotes, phone, email, text, EDI, website, in-person, price sheets, other</i>	



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Why Work on Pricing

According to McKinsey & Co...

For a distributor, pricing is by far the most powerful lever for improving overall margins and increasing profits.

On average, a 1 percent price increase translates into an 8.7 percent increase in operating profits (assuming no loss of volume)

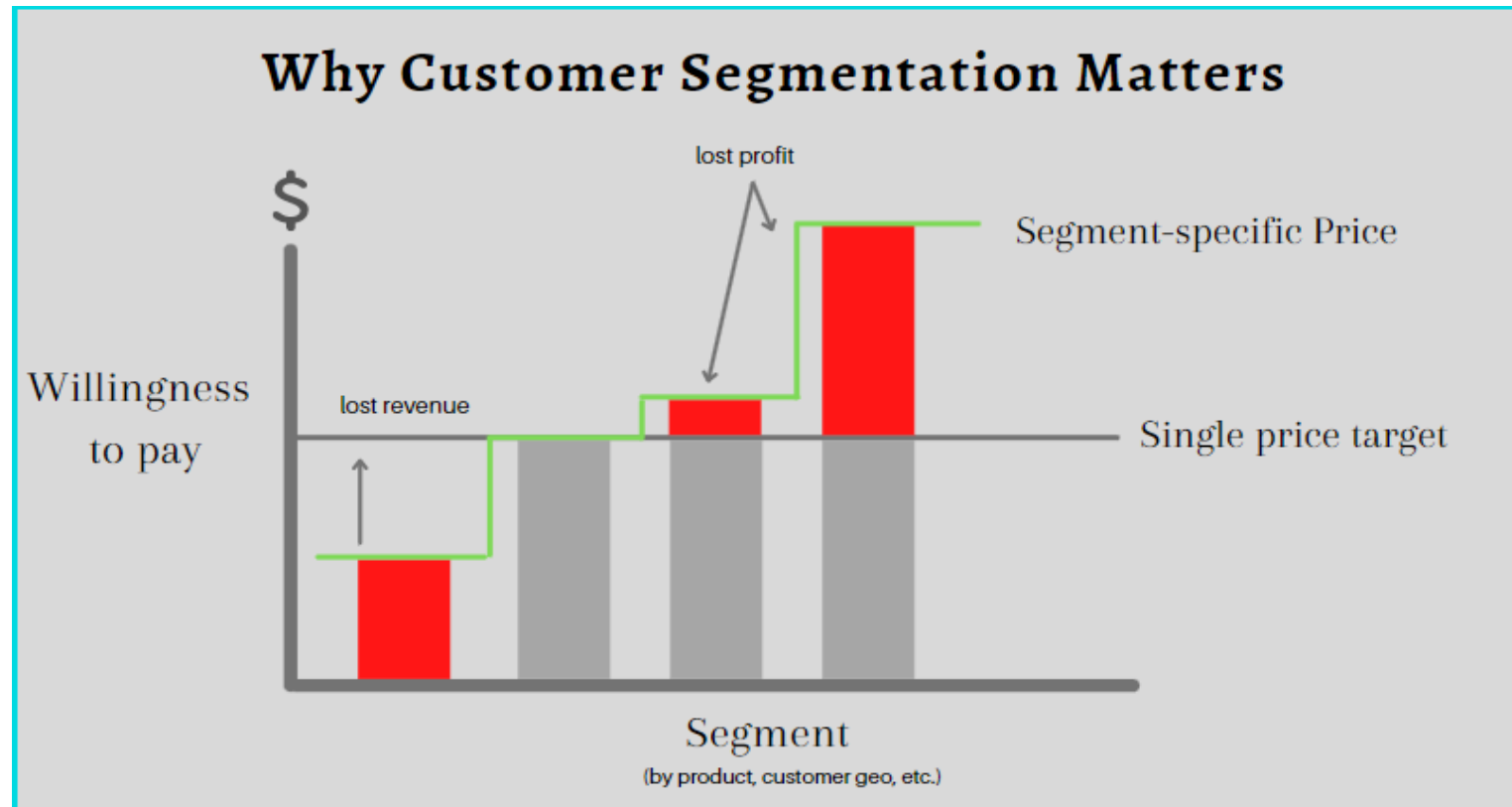


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Segmentation Maximizes Revenue



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Leverage Digital Tools

- Automation doesn't replace relationships, it enhances them
- Create a source of truth in your ERP for stock goods system pricing
- Modern solutions for sales associates that are easy to onboard
- Agility to respond to market changes (for example, tariffs)
- Supplement tools with pricing policy and processes



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Investing in pricing software without putting in the work to implement it looks like this.



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Distribution is still a People Business

“Your people are your growth engine, and the speed at which you can grow depends on your people.”

-Bharani Nagarathnam, PhD – Faculty @ Texas A&M and SHIFT 2025 presenter



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Human Intelligence + Artificial Intelligence =
Winning Combination



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Sounds great, but who will do the work?



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Map out roles and people alignment

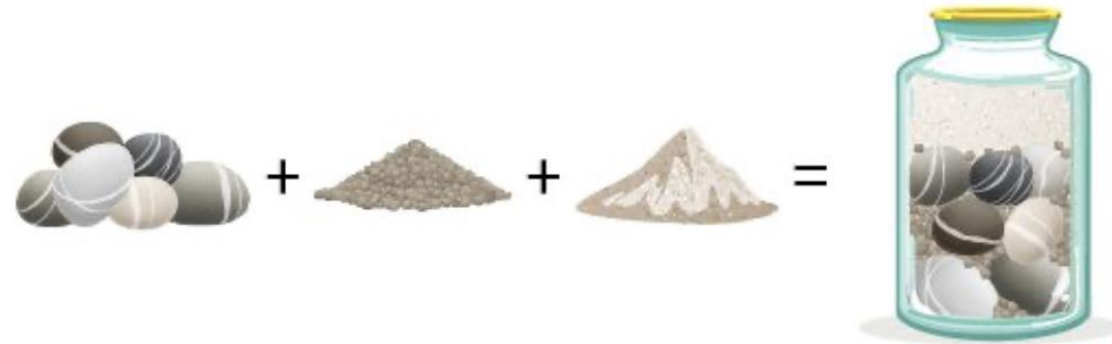
Function	Role	Who
Executive leadership	Strategy, Governance, Drive Change	
Pricing manager/team	Tactics, Analysis, Systems, Support Sales	
Sales and P&L management	Buy-in, Execution, Accountability	
IT	Tools, systems integration, data hygiene	
Project team/advisory council	Tap expertise, accelerate buy-in	
External consultant	Advisory services, interim project support, staff augmentation	



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Prioritize



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Are You Ready to SHIFT?



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Self-Assessment Discussion and Q&A



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To Learn More



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