



FUTURE PROOF YOUR PRICING STRATEGY

Hire The Absolute Best Pricing Manager For
Your Team



www.taylorwells.com.au



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Sydney NSW 2000, Australia



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We've all posted job ads on LinkedIn and Seek hoping this will give us lots of great applications quickly...

Pricing manager in Australia
751 results

Pricing Manager
The NRMA
Sydney, New South Wales, Australia
4 connections work here
3 weeks ago • 13 applicants

Propositions & Pricing Manager, Amazon Flex
Amazon
Sydney, New South Wales, Australia
20 connections work here
13 hours ago

Senior Manager, Strategy and Planning
Judo Bank
Southbank, Victoria, Australia (Hybrid)
Top applicant
Promoted

Pricing Manager
The NRMA • Sydney, New South Wales, Australia 3 weeks ago • 13 applicants
Full-time • Mid-Senior level
1,001-5,000 employees • Civic and Social Organizations
4 connections • 2 school alumni
Apply Save

Pricing Manager

- Permanent, Full Time position available with hybrid working from home & Sydney Olympic Park
- Great employee benefits - including 50% discount on all NRMA insurances, free roadside assistance
- Have a job you love working for a company celebrating 100 years in Australia

Pricing and Planning Analyst
Edisons Mytopia
Sydney > Parramatta & Western Suburbs
Accounting > Analysis & Reporting
Industry leading organisation
On site parking - Based in the Hills District
Start immediately!
Make your mark and be part of our success story in the exciting eCommerce space. Join our finance team and help shape our continued rapid expansion!
Save

Search
SEEK app




**Read CV after
CV hoping to
find good people
to interview...**

**... and
breathed a
huge sigh of
relief when
someone half
decent has
accepted our
offer**



But what happens if your new hire is not working out as planned..?

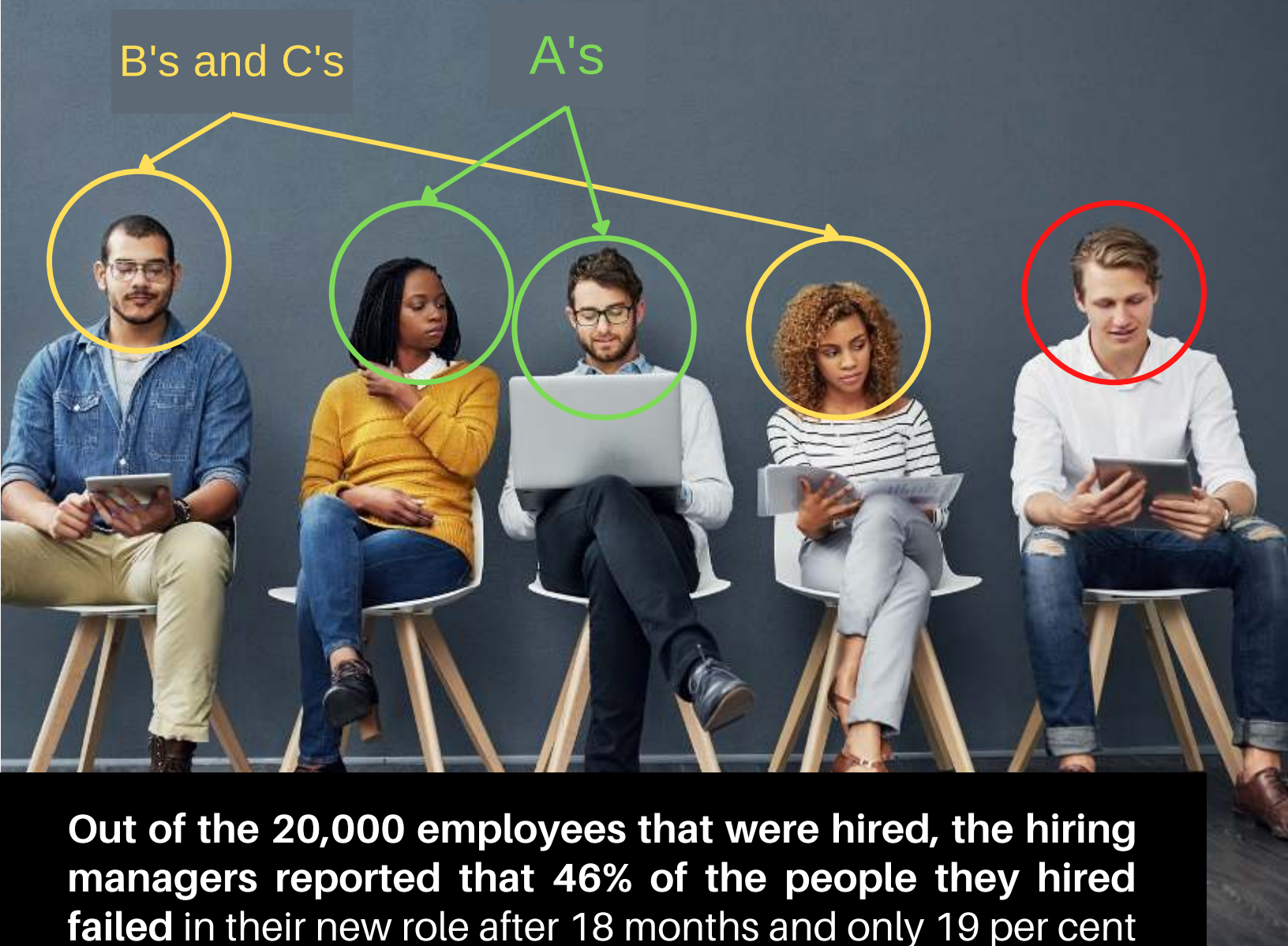
A man with a beard and glasses, wearing a white shirt and a dark tie, is sitting at a desk. He has a stressed expression, with his right hand pressed against his forehead. The background is blurred, showing an office environment.

Your picking up on mistakes, thinking and behaviours that don't match up to what they said about themselves in their CV and interview.

And you get that sinking feeling that you've made the wrong decision....

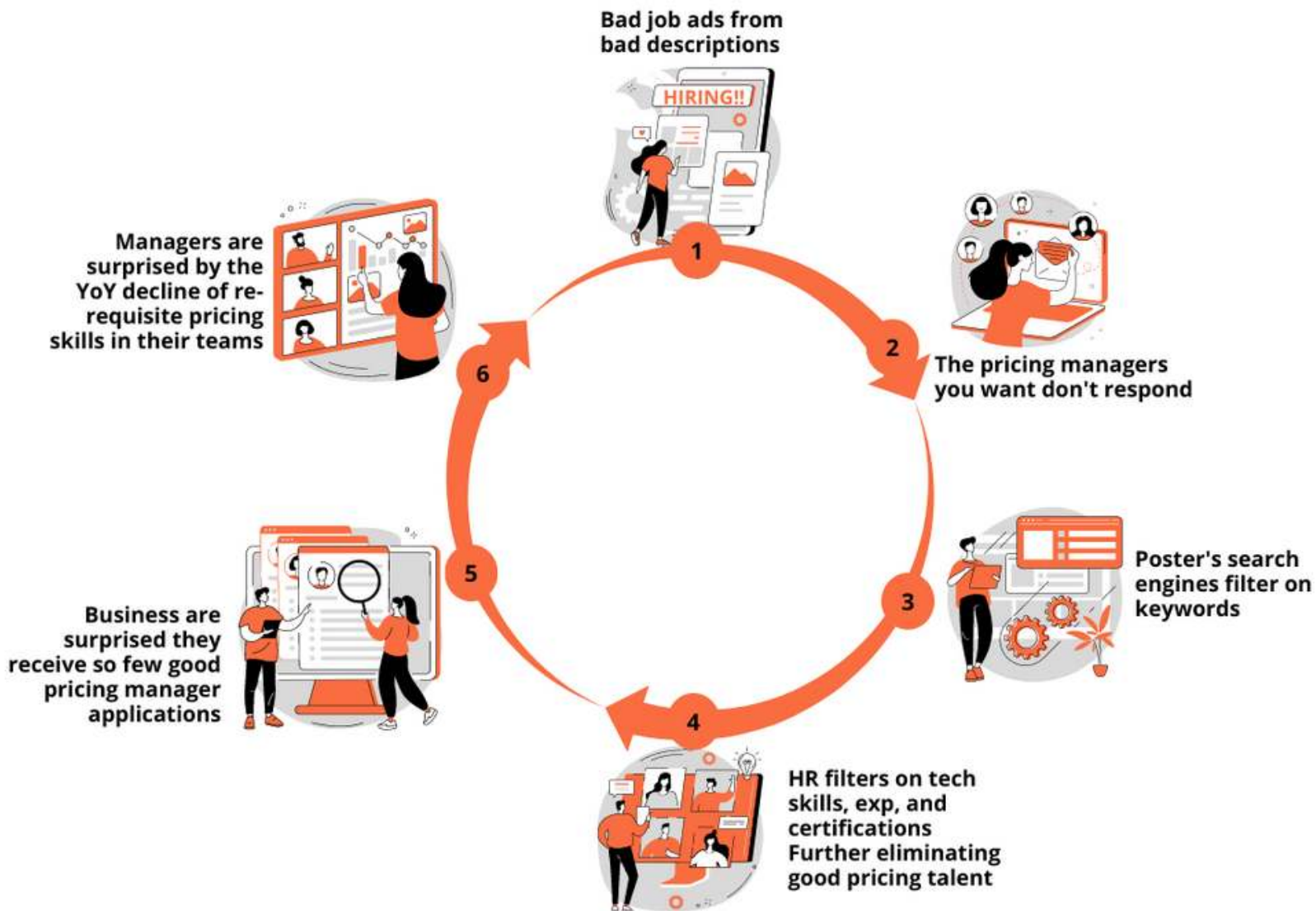
Don't worry we've all been there...

In fact, a study by Leadership IQ (published in the HBR) tracked 5247 hiring managers over a 3 year period to find out how good managers were at identifying A, B and C players.



Out of the 20,000 employees that were hired, the hiring managers reported that 46% of the people they hired **failed** in their new role after 18 months and only 19 per cent achieved success.

Hiring and selecting the right person for the role is not easy...

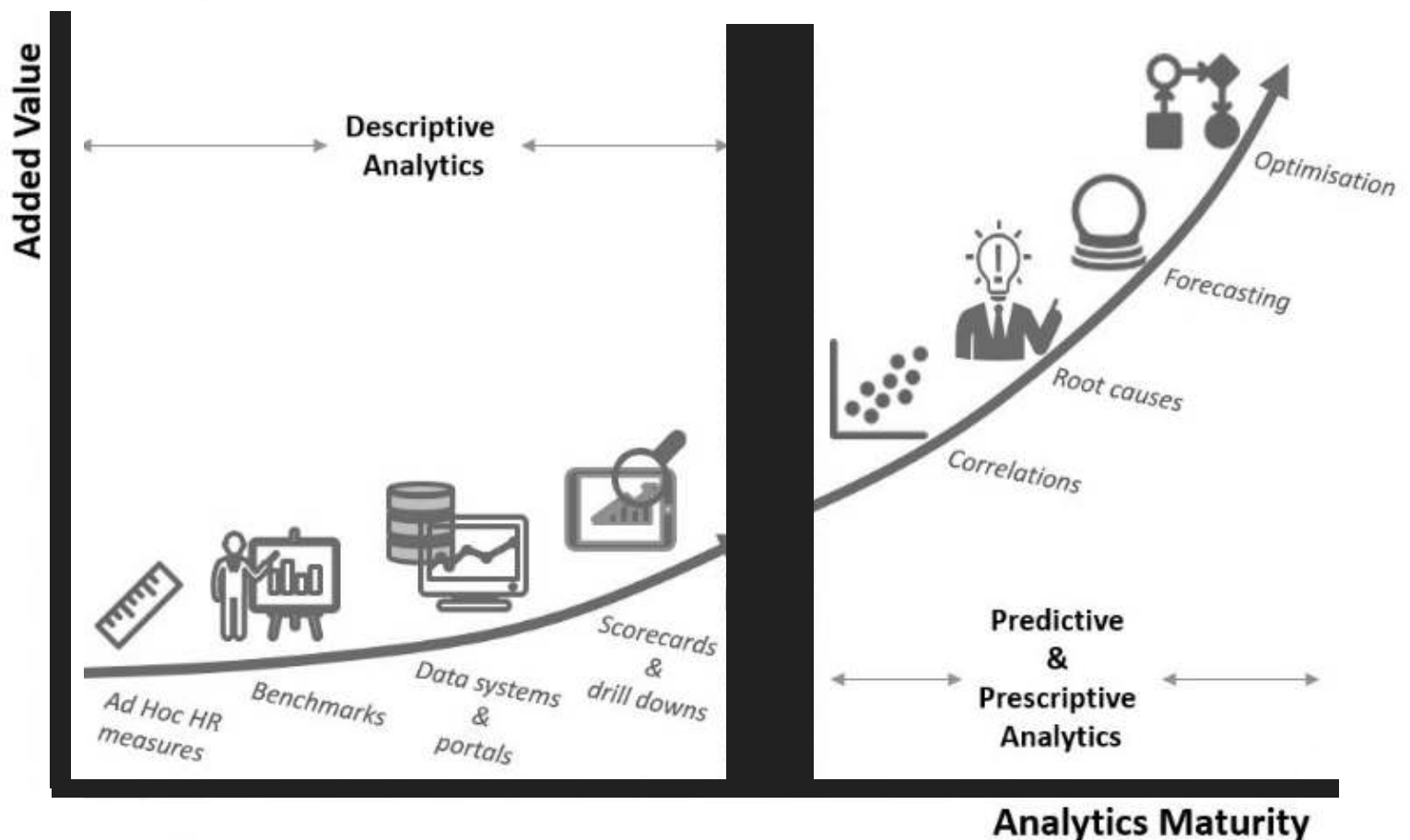


Managers, recruiters and candidates alike don't have enough time, information and support to make fully informed decisions using a broken recruitment model.

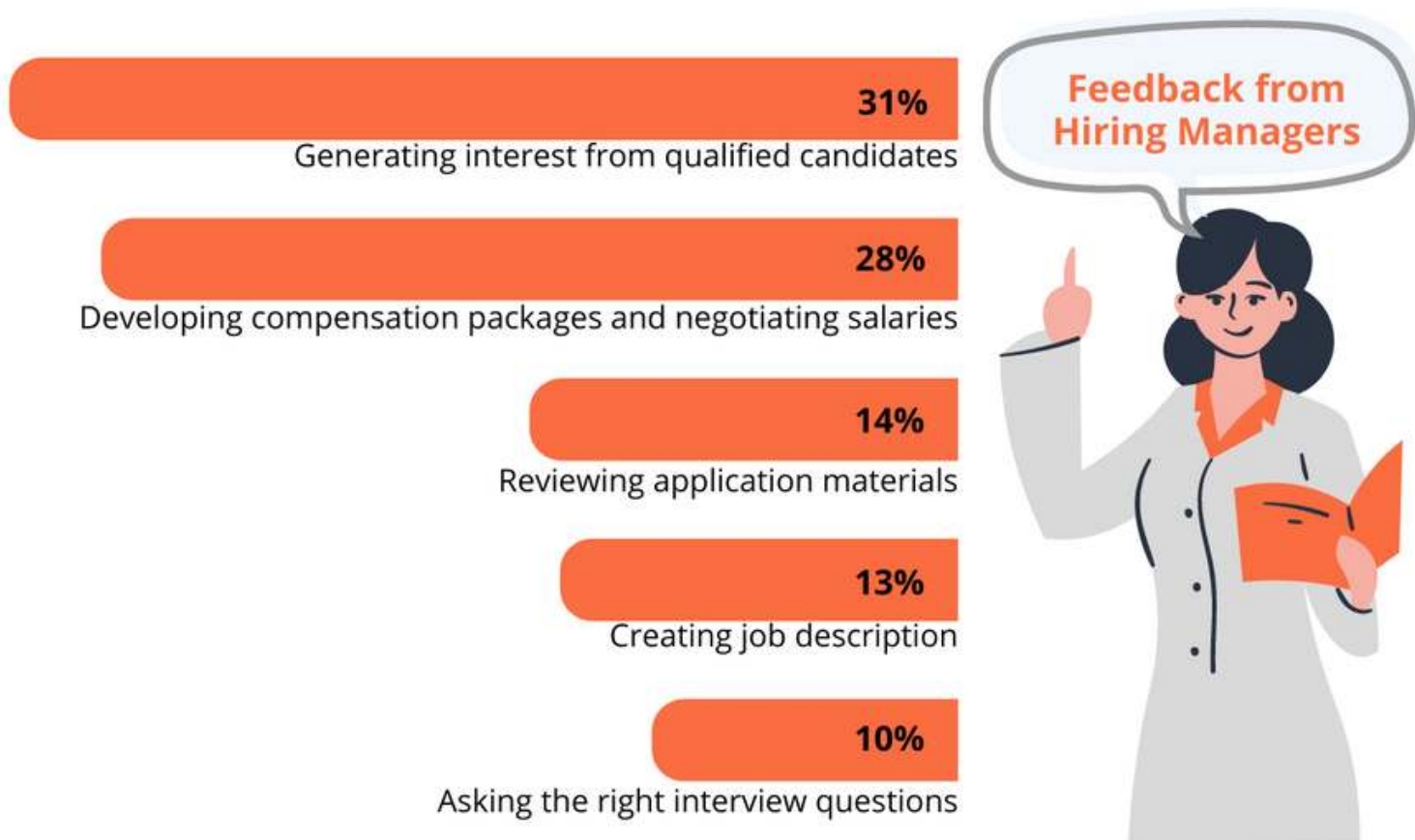
At Taylor Wells we strongly believe that the traditional recruitment is broken and flawed - perpetuating a highly dysfunctional cycle that undermines the needs of managers, recruiters and candidates alike



With over 10 years of pricing and revenue management expertise, 18 years of talent and recruitment expertise, cutting-edge assessment science and thousands of data points on pricing team performance and hiring practices, we find...



That titles and job descriptions are driving talent away



Many job titles, roles and job descriptions are detrimentally reshaping pricing teams and attracting the wrong types of people to pricing roles and functions.

That LinkedIn is not the panacea of hiring...



Similarity:

"People like me are better than others."



Expedience:

"If it feels right, it must be true."



Experience:

"My perceptions are accurate"



Distance:

"Closer is better than distant."



Safety:

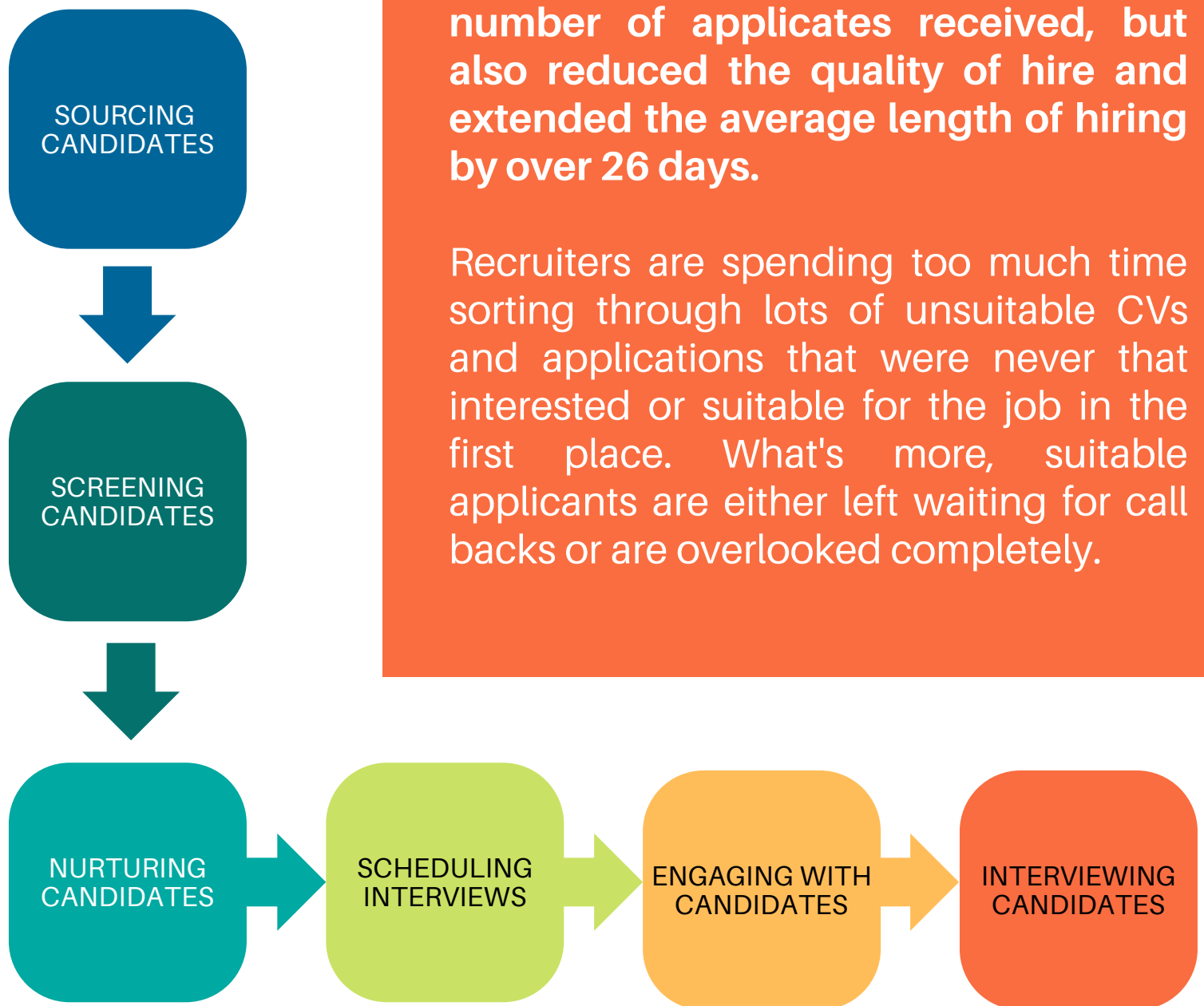
"Bad is stronger than good."

The LinkedIn search engine is heavily biased towards a person's: appearance, name, ethnicity and educational background – variables proven to trigger gender and racial discrimination and overlook real talent.

That the 'one click' application process is commoditising executive search...

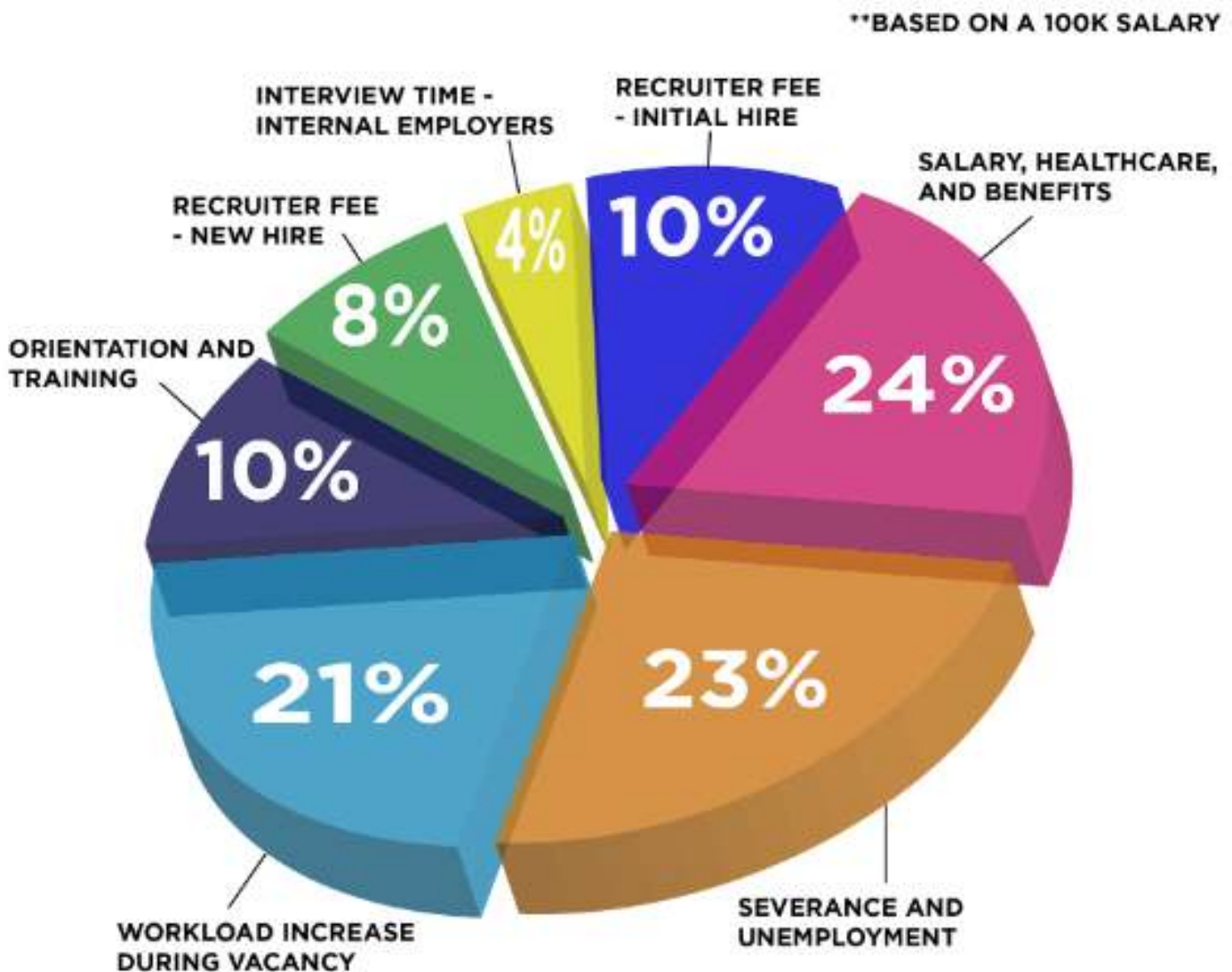
The over simplification of the application process has increased the number of applicants received, but also reduced the quality of hire and extended the average length of hiring by over 26 days.

Recruiters are spending too much time sorting through lots of unsuitable CVs and applications that were never that interested or suitable for the job in the first place. What's more, suitable applicants are either left waiting for call backs or are overlooked completely.



That the overall cost of hiring is the highest it's ever been

Gartner research shows that, in spite of all the investment made into simplifying recruitment, the 'one click' application process has actually increased overall cost of hiring by 18%. What's more, total hiring expenses are now the highest they've ever been.



TOTAL COST = \$211,000






Based on our research on the pricing manager segment, here's a checklist to eliminate the risk of a bad hire:



Pricing manager checklist

1	Build a clear hiring criteria that everyone agrees and understands
2	Measure the effectiveness of each of your recruitment channels
3	Use advanced benchmarking and predictive analytics to compare and predict the best fit for the role
4	Be sure to focus on what yields the highest quality hires, and not the most cvs and applications
5	Use proven predictors of performance for unbiased talent decisions that drive business results
6	Build into the screening process ways of tracking signals of capability, interest and suitability and remove unsuitable applications quickly and effectively
7	Measure and compare people across multiple dimensions from personality, team fit, management style, thinking style before you hire them

The solution - Taylor Wells pricing manager recruitment model

	STAGES	SOLUTION	VALUE
	Strategy development	Taylor Wells help you set up a pricing function to drive the transformation of your approach to pricing strategy, analytics and implementation.	A strategy execution roadmap and structured change and talent strategies to drive margin expansion in <12 months.
	Outbound candidate attraction	Taylor Wells uses a multi sourcing strategy to continually identify and attract the best candidates in the market.	A continuous supply of talent for pricing, sales and marketing roles. The latest salary information to guide important compensation decisions.
	Candidate engagement	Taylor Wells actively engages and educates our network via our coaching services, career advisory, articles, whitepapers, newsletters, workshops and catch ups.	Access to the absolute best candidates in the market.
	Screening	Taylor Wells specialises in pricing and commercial talent evaluation via domain specific online testing, simulations and interviewing	A fully vetted and ranked candidate shortlist for every role. Latest talent benchmarking data to rapidly identify talent and/or eliminate bad hires.
	Interviews	Hiring manager and Taylor Wells interview the shortlist of candidates together.	A detailed capability report to compare candidates against peers in relative industries. Expert oversight for cross check and validation.



Live assessment sessions

Taylor Wells designs, develops and facilitates 1:1 pricing workshop stimulation for the final shortlist of candidates.

**Hiring manager present for cross check.
Real time validation of core capabilities,
skills and traits.**



Reference checking

Taylor Wells undertakes and shares detailed reference checks on shortlisted candidates.

Detailed references from prior line manager and peers for 360 validation.



Hiring decision

Taylor Wells and hiring team work through evidence to make the final selection decision.

Bias elimination
Best fit for role and project.



Offer and acceptance

Taylor Wells and team formulate an offer to secure your preferred candidate

A fair exchange of value for money i.e. not underpaying or overpaying for talent.



Capability development

**Taylor Wells develops 3 x
monthly coaching sessions
for new and existing
employees.**

Effective and scalable sessions to build skills that drive key project outcomes.

* TW offers a talent strategy + recruitment programme (grey & orange above) and a pricing manager recruitment programme (shown in orange above)

Taylor Wells vs Agency recruiters

	Offer	Standard agency recruiter model	Fees	Taylor Wells Advisory recruitment model	Fees
Core Service	Sourcing & professional network + CVs service	Generalist assigned to project	15% - 25% of starting & total salary	Qualified psychologist, industry pricing specialist overseeing all pricing recruitment activities. Team of commercial managers, technologists and consultants managing operations	In line with agency fees.
Additional Service	Online pricing & commercial assessments	Not offered	NA	Pricing and commercial assessments for all levels and roles.	No additional charge
Additional Service	Advanced benchmarking, predictive analytics & Reporting	Not offered	NA	Domain specific performance reporting & behavioural profiling before the interview & final evaluation report. Proprietary research & benchmarking across same and like industries.	No additional charge
Additional Service	Pricing Strategy & Analytics workshop	Not offered	NA	Practical on-site or online pricing evaluation workshop to cross check and validate core capabilities	No additional charge
Additional Service	Competency based reference checks	No offered - generic reference template based on time spent in business - usually not from direct line manager	NA	References from direct line managers & peers to validate key pricing & leadership traits required for the role	No additional charge
Core Service	Selection & offer	Relies on prospective employer to make selection - limited to zero value add	As part of % fee	Works in consultation with prospective employer & candidate throughout the process	No additional charge

OUR CLIENTS



INDUSTRY EXPERIENCE

WIDE RANGING B2C INDUSTRY EXPERIENCE

Consulting experience in a wide variety of B2C industries:

SPECIALITY RETAIL



FASHION RETAIL



CONVENIENCE RETAIL



PET RETAILING



RETAIL BANKING



GYMS & FITNESS



INDUSTRY EXPERIENCE

WIDE RANGING B2B INDUSTRY EXPERIENCE

Consulting experience with a wide variety of industries including:

**MEDICAL
TECHNOLOGY**



WASTE & RECYCLING



**MINING
TECHNOLOGY**



**CORPORATE
SERVICES**



**DISTRIBUTION &
OUTSOURCING**



FOOD MANUFACTURING



**BUSINESS
BANKING**



**LEGAL
SERVICES**



PRIVATE EQUITY



**ENGINEERING
TECHNOLOGY**



INDUSTRY EXPERIENCE

WIDE RANGING RESEARCH & DEVELOPMENT

Extensive capability research from a wide variety of industries:

TELCOS



BANKING



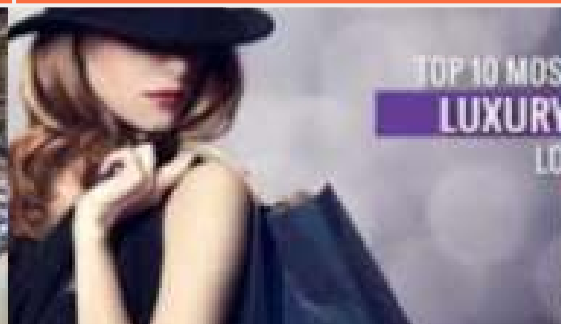
INSURANCE



SUPERMARKET



RETAIL



AIRLINES



CLIENT EVALUATIONS & REVIEWS



Patrick Luxton

Head of Fuels &
Optimisation



"The program helped to establish and drive the need for a change in approach to pricing within the company. This ultimately allowed us to identify where we needed to build capability and change our approach to pricing. A very professional approach with a detailed pricing assessment and evaluation program. I was impressed by the scientific basis and background for the program."



Chris Tan

Head of Pricing



"The program was able to provide pricing insights through the support of data analytics, human behaviour and customer psychology - and all rounded approach to pricing team assessment. This is not something other pricing experts could deliver. Any customer-centre organisation should consider using Taylor Wells to drive improvements in their pricing function."



Agnieszka Wierbanoska

Head of Pricing



"Taylor Wells pricing evaluation process was focused on pricing skills and traits essential to pricing roles. The best thing about Taylor Wells was receiving the valuable feedback. Thank you for the experience."



Joanna Wells
Director

**BA / MA Arts
Msc Science**

**University of
Cambridge**

"My passion is building pricing organisations using best-in-class strategies and practice. My mission is to maximise the power of pricing and teams to help leaders drive commercial strategy and profitability."

Joanna Wells is the founder and director of Taylor Wells Advisory, a pricing and organisational advisory firm that supports Fortune 500, private Equity and ASX Listed companies in pricing strategy, organisation design, capability improvement and talent strategy.

A Cambridge University qualified psychologist with over 12 years of experience in the latest pricing and organisational consulting across B2B and B2C markets in Australia, Joanna's sole focus and specialisation is helping business leaders build world-class pricing organisations.

MAKE YOUR PRICING WORLD-CLASS

Over the past 12 years, Joanna has worked on > 23 major pricing transformations, studied > 100 firms' pricing strategies and culture and evaluated 7,000 pricing skills and capability assessments to answer complex commercial problems:

- How can we accelerate the ROI in pricing in < 12 months?
- How can we move the business from cost-plus to value-based without disrupting teams, customers and operations?
- How can we build high-performance pricing organisations?
- What's the best way to integrate a new pricing team and/or system in the business?
- Why do over 70% of price change/improvement initiatives fail?

Our findings show that with the right set-up and pricing team in place, incremental earnings gains can begin to occur in less than 12 weeks. After 6 months, the team can capture at least 1.0 to 2.25 per cent more margin using better price management processes. After 9-12 months, businesses are very often generating between 3 to 7 per cent additional margin each year as they identify more complex and previously unrealised opportunities, efficiencies and risks.

AN END-TO-END STRATEGY TO DRIVE PRICE & MARGIN EXCELLENCE

Taylor Wells helps B2B and B2C firms deliver increased profitability today and ongoing through an end-to-end approach to business transformation initiatives. The key differentiator of Taylor Wells' offer is that we enable our clients to internalise value-based strategies and pricing expertise within the business so that they'll not be dependent on expensive consultants on an ongoing basis. We also de-risk the strategy development and execution process; ensuring an efficient and effective transformation using our IP, research and experience of transformations.

