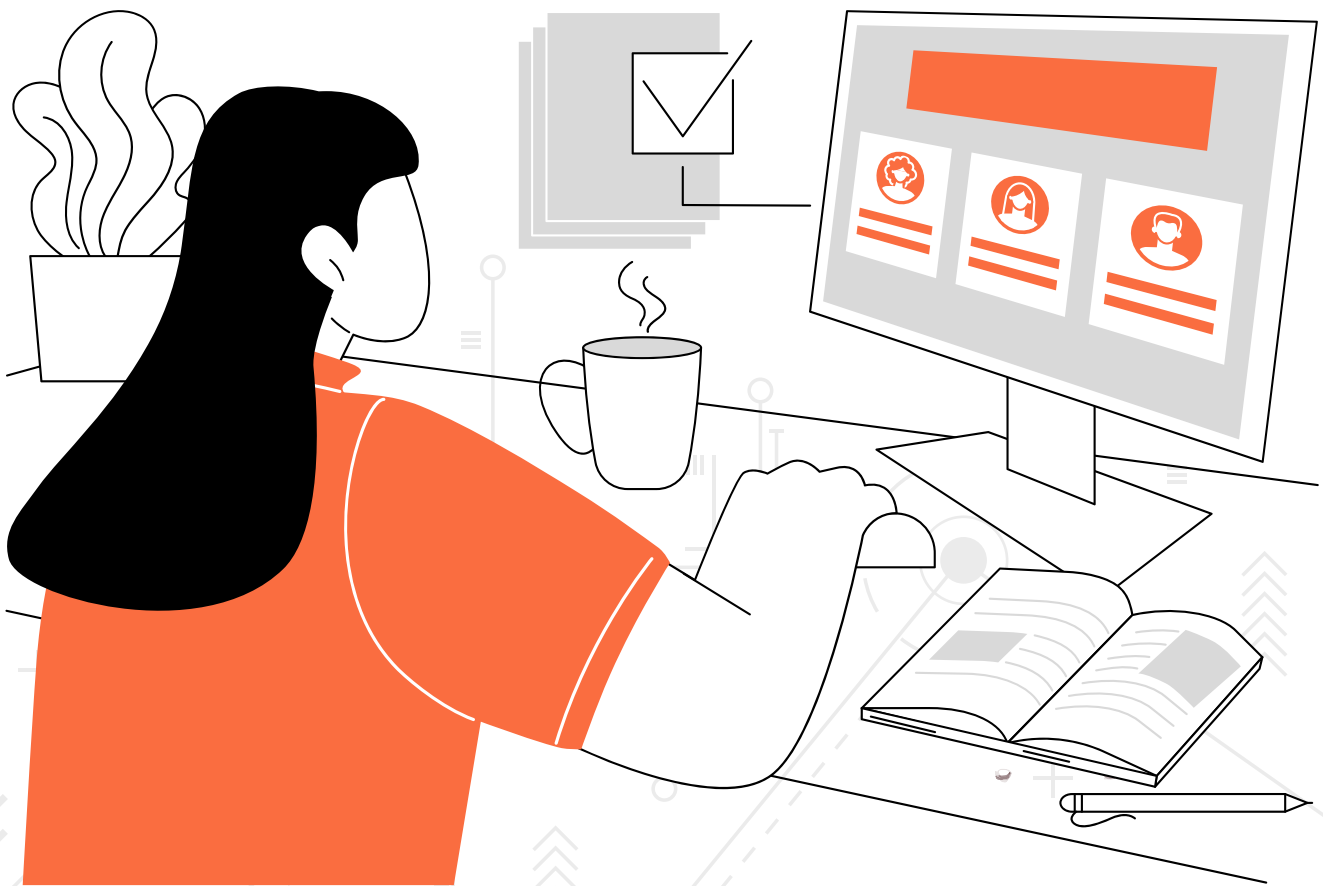




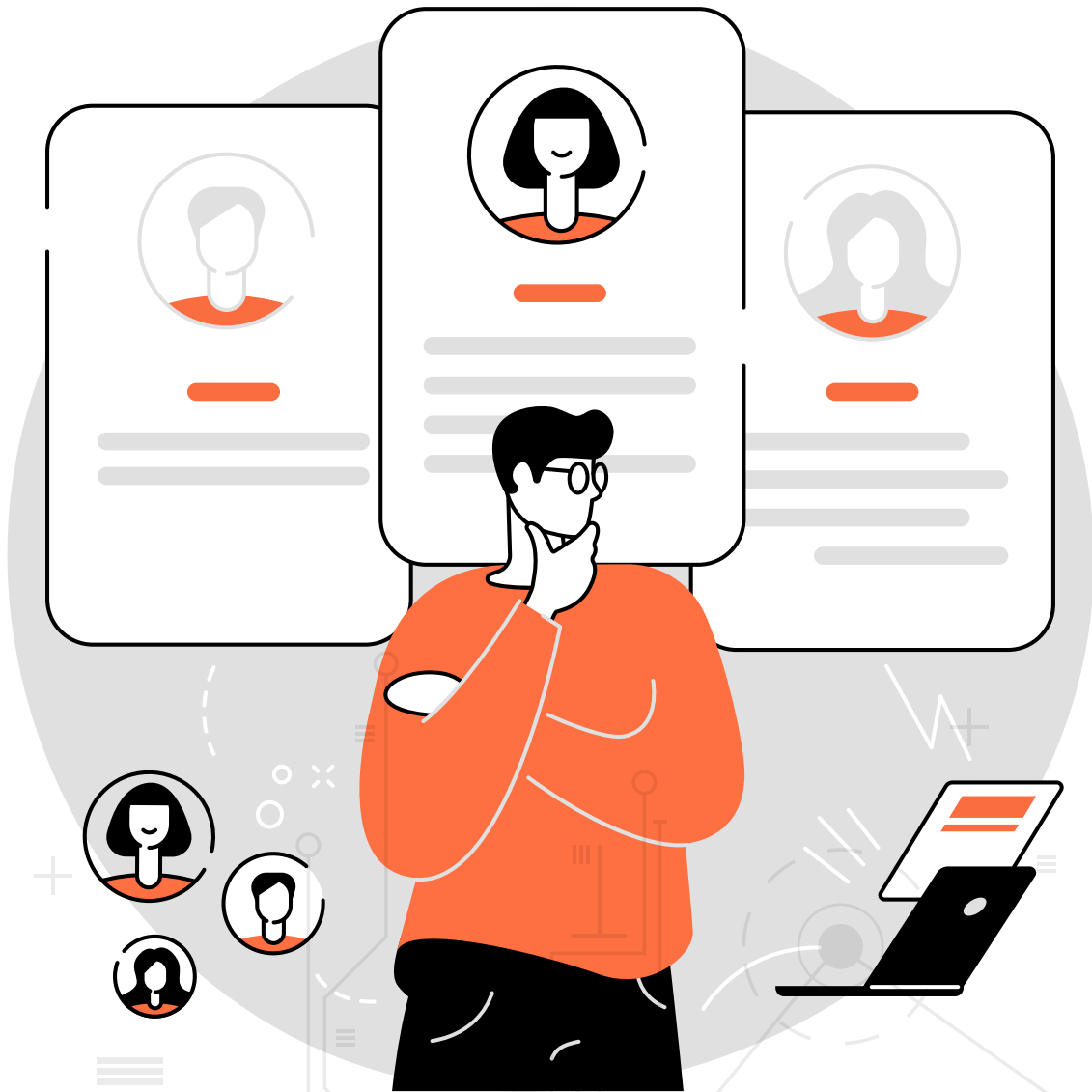
FUTURE PROOF YOUR PRICING STRATEGY

HIRE THE ABSOLUTE BEST PRICING
MANAGER FOR YOUR TEAM

**WE'VE ALL POSTED JOB ADS ON
LINKEDIN AND SEEK HOPING THIS WILL
GIVE US LOTS OF GREAT APPLICATIONS
QUICKLY...**



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..?

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....

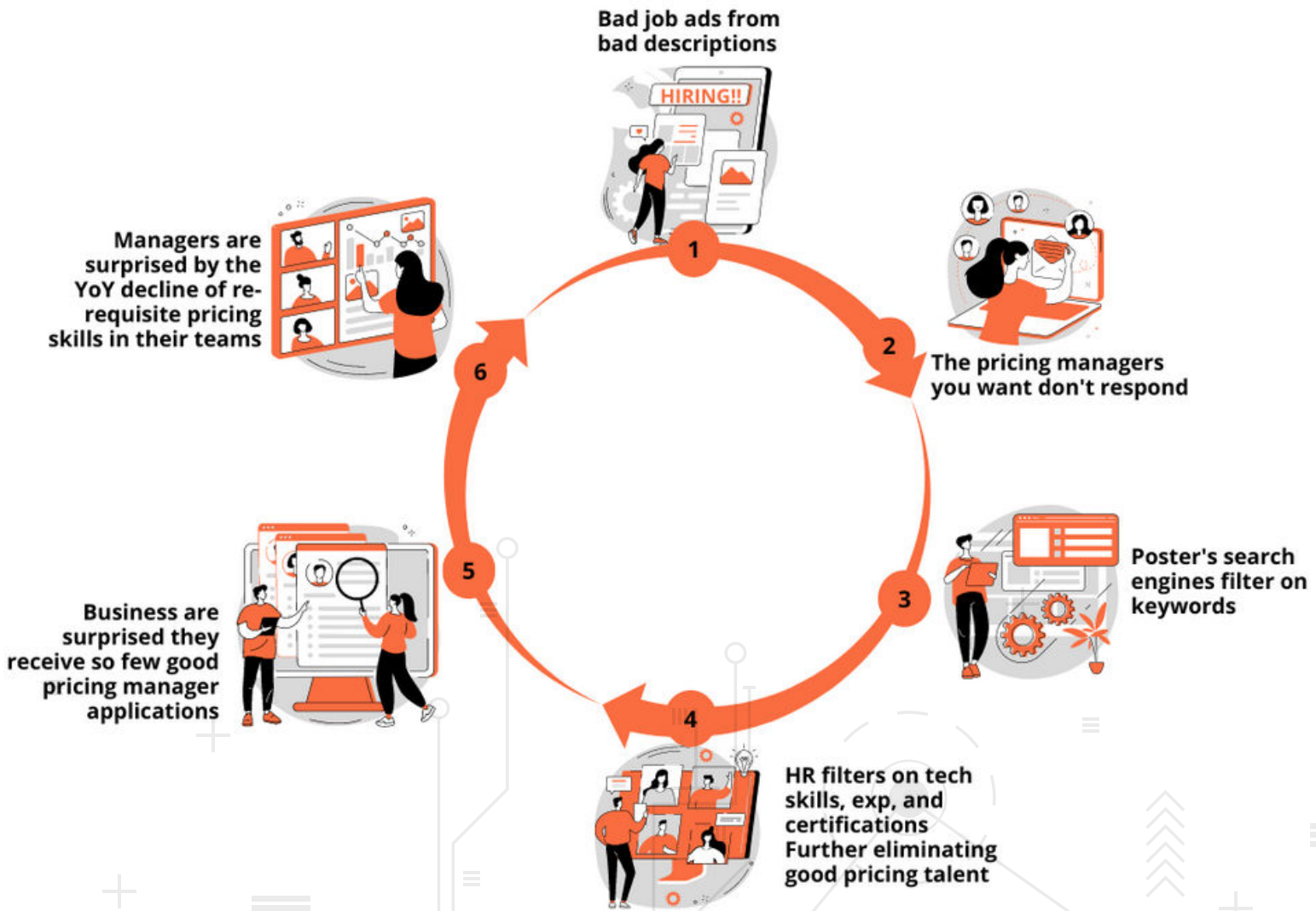
DON'T WORRY WE'VE ALL BEEN THERE...

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.



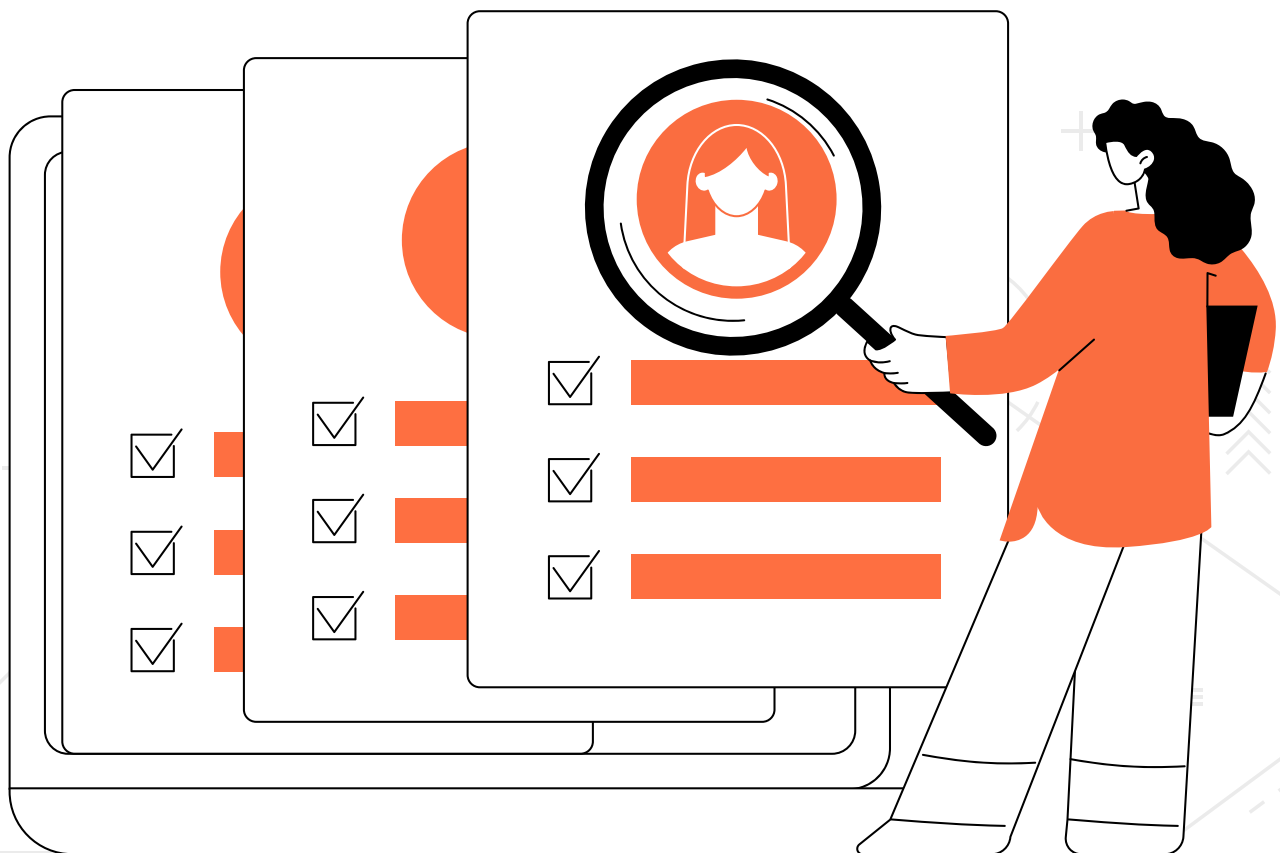
Out of the 20,000 employees that were hired, the hiring managers reported that 46% of the people they hired failed in their new role after 18 months and only 19 per cent achieved success.

HIRING AND SELECTING THE RIGHT PERSON FOR THE ROLE IS NOT EASY...

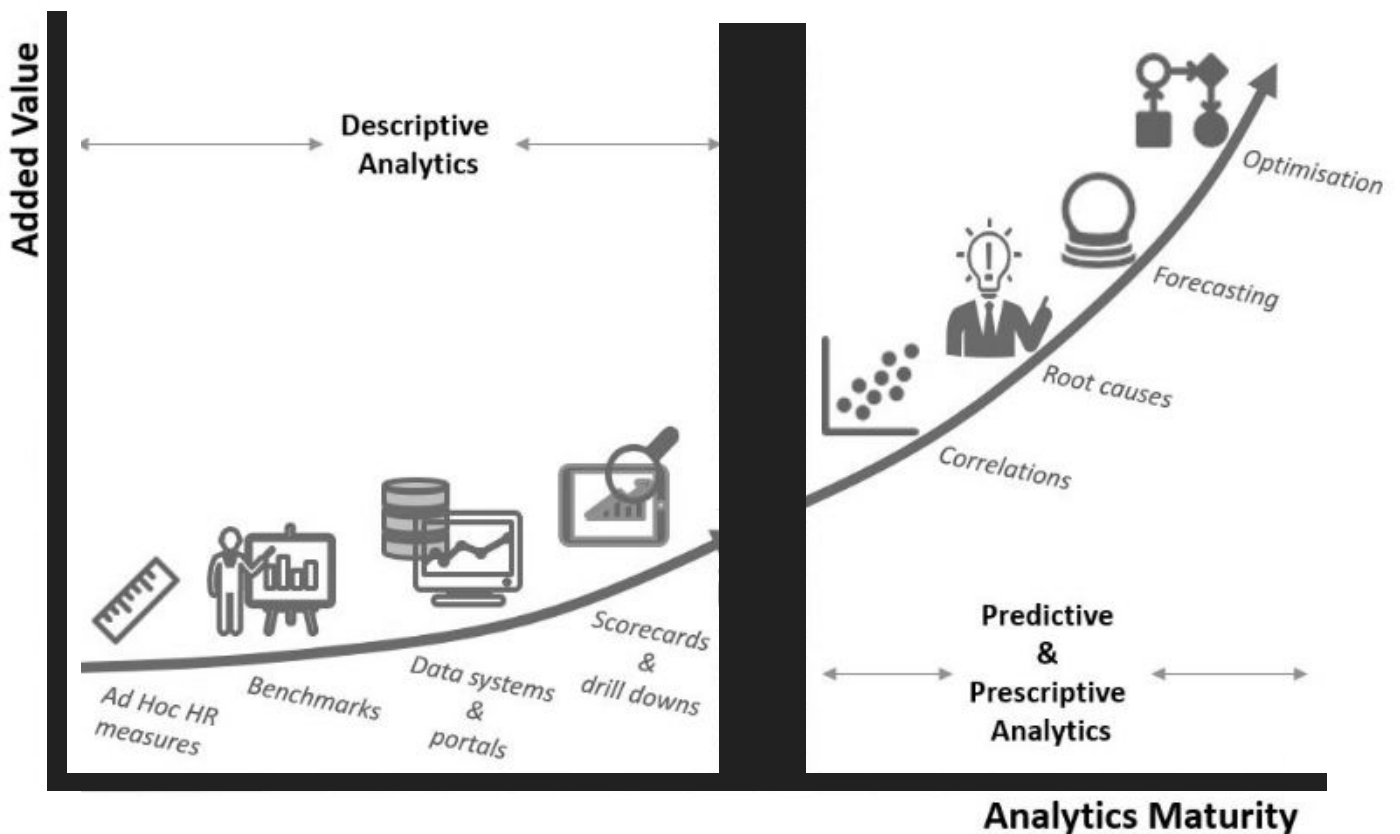


Managers, recruiters and candidates alike don't have enough time, information and support to make fully informed decisions using a broken recruitment model.

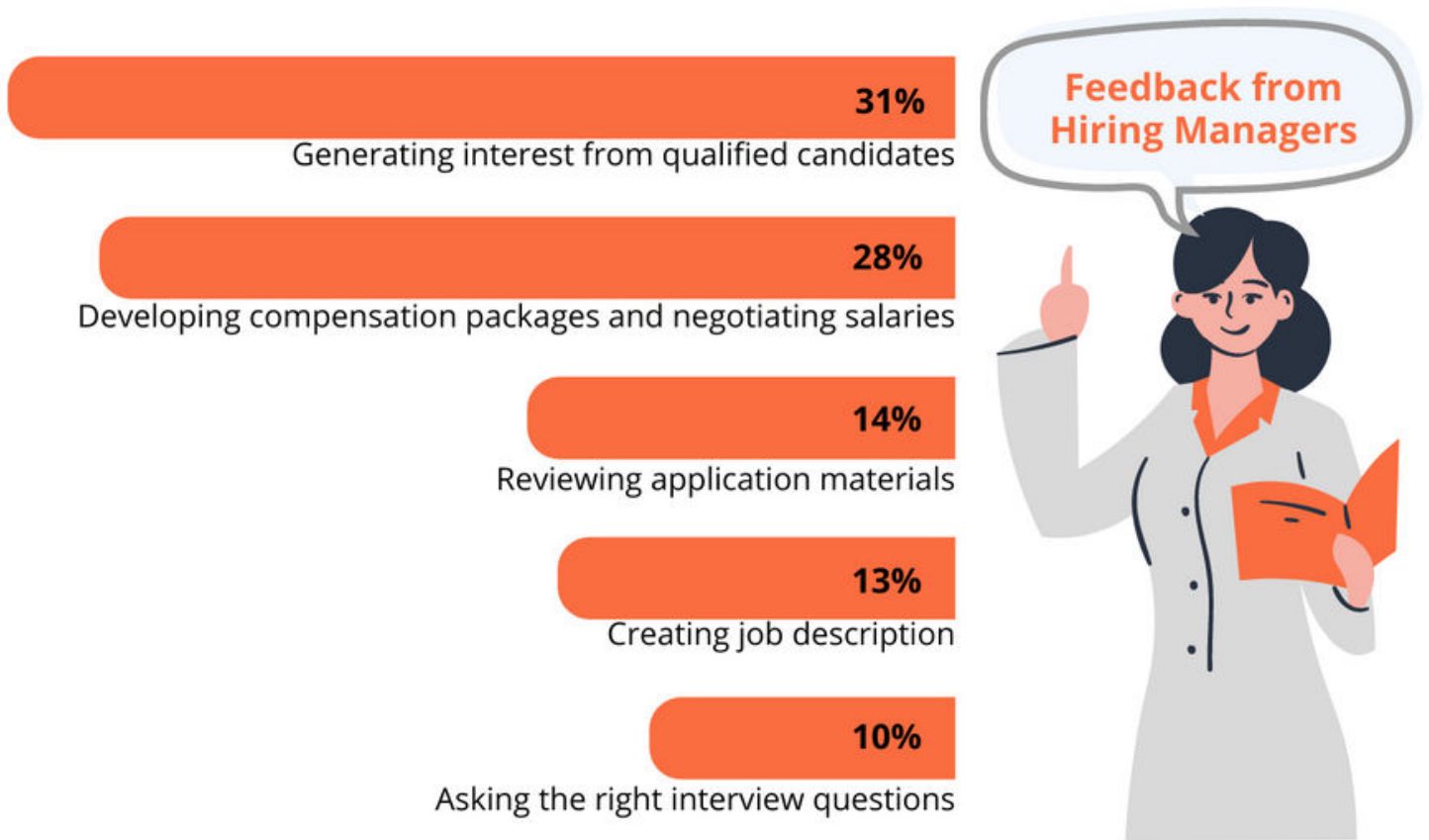
AT TAYLOR WELLS WE STRONGLY BELIEVE THAT THE TRADITIONAL RECRUITMENT IS BROKEN AND FLAWED - PERPETUATING A HIGHLY DYSFUNCTIONAL CYCLE THAT UNDERMINES THE NEEDS OF MANAGERS, RECRUITERS AND CANDIDATES ALIKE



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...



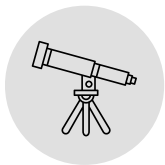
Similarity:

"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:

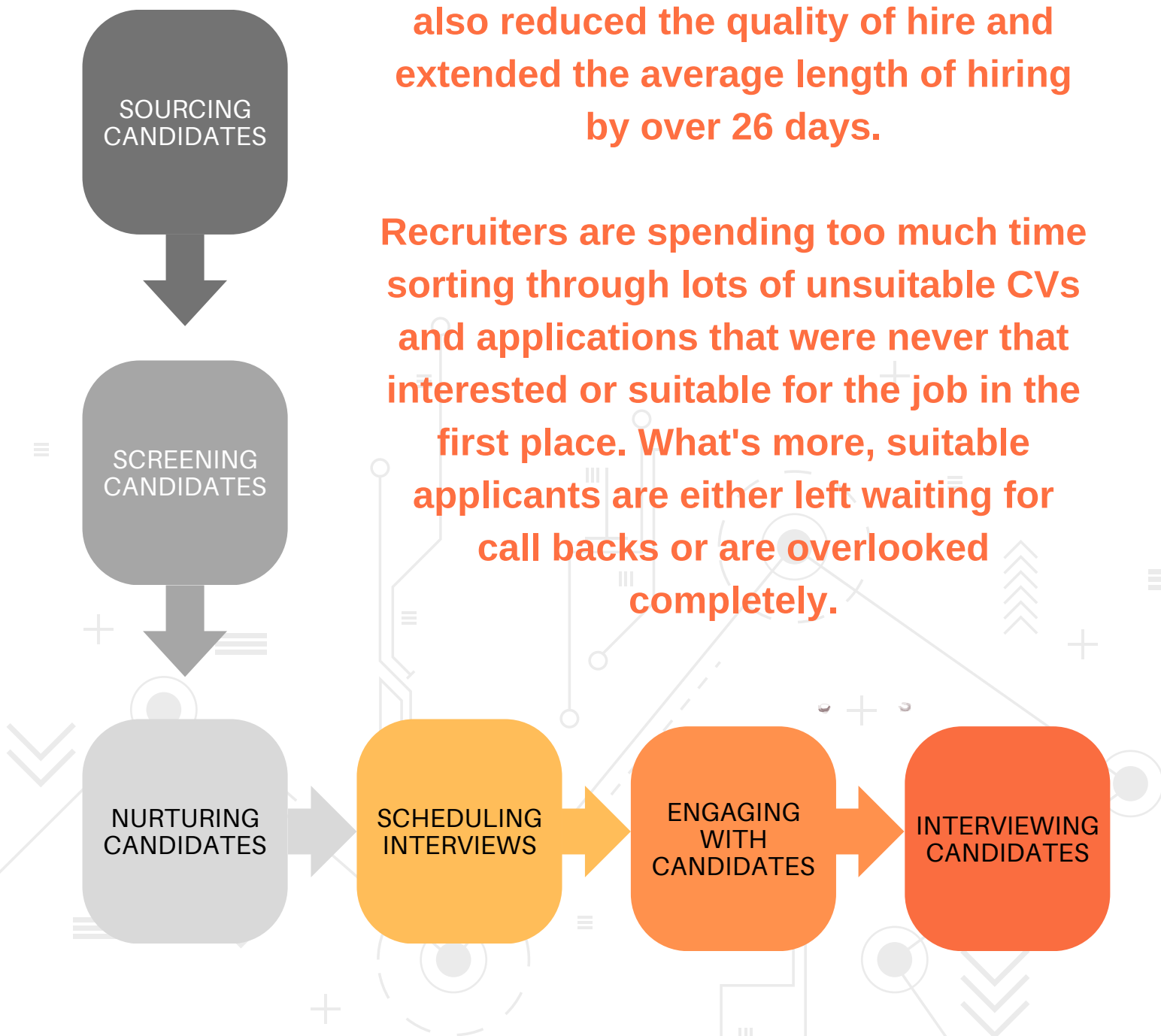
"Bad is stronger than good."

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.

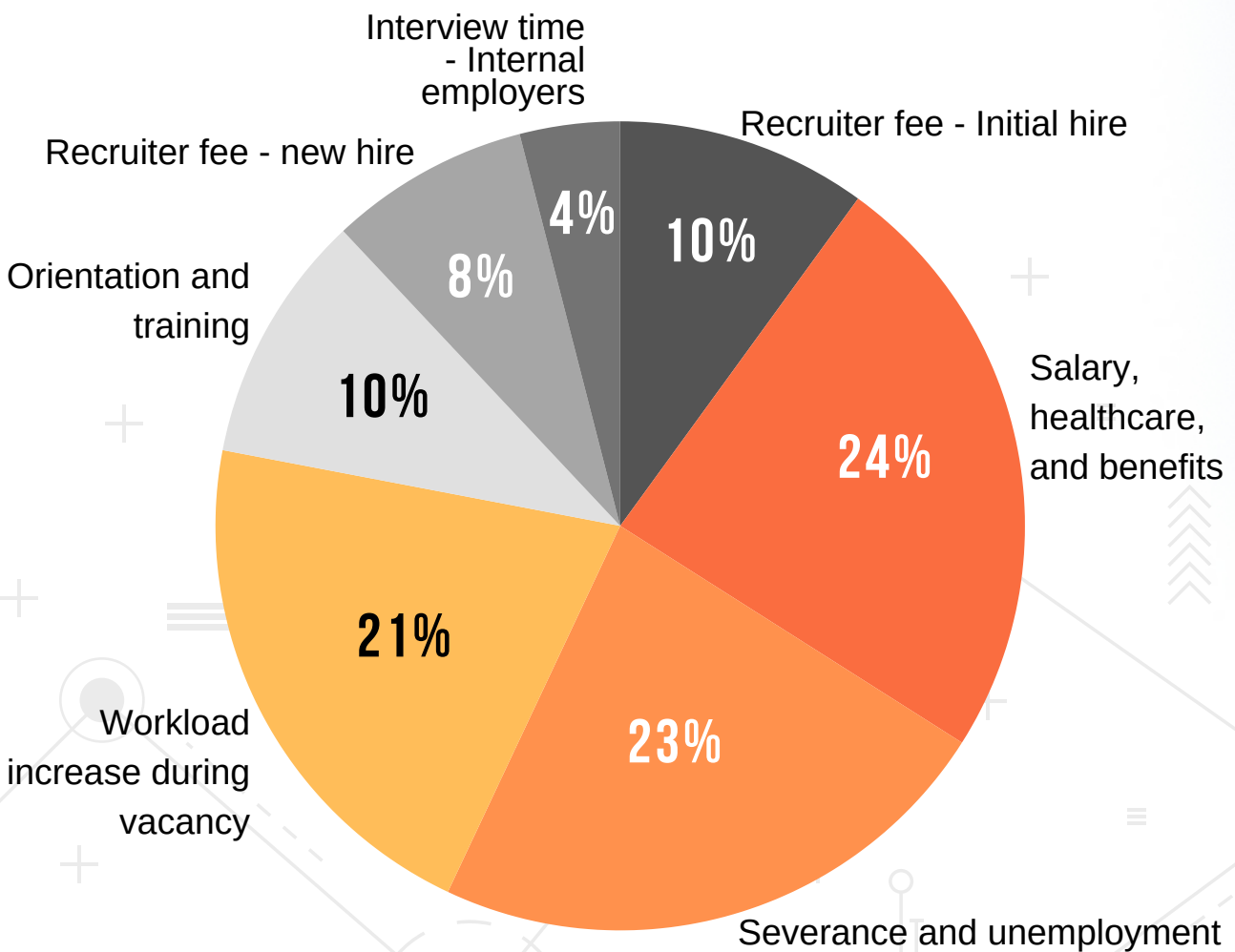
Recruiters are spending too much time sorting through lots of unsuitable CVs and applications that were never that interested or suitable for the job in the first place. What's more, suitable applicants are either left waiting for call backs or are overlooked completely.



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.

***based on a 100k salary*



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



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



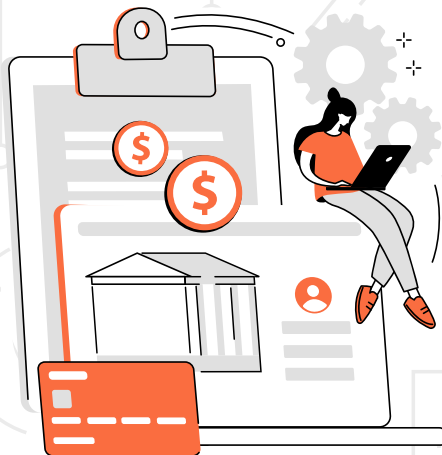
CONVENIENCE RETAIL



PET RETAILING



RETAIL BANKING



GYMS & FITNESS



INDUSTRY EXPERIENCE

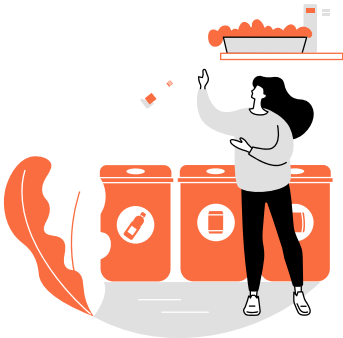
WIDE RANGING B2B INDUSTRY EXPERIENCE

Consulting experience with a wide variety of industries including:

MEDICAL TECHNOLOGY



WASTE & RECYCLING



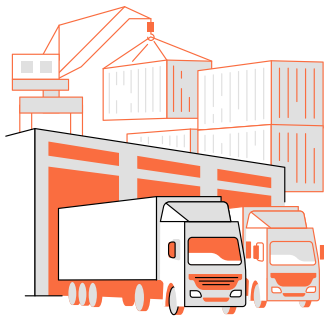
MINING TECHNOLOGY



CORPORATE SERVICE



DISTRIBUTION & OUTSOURCING



FOOD MANUFACTURING



BUSINESS BANKING



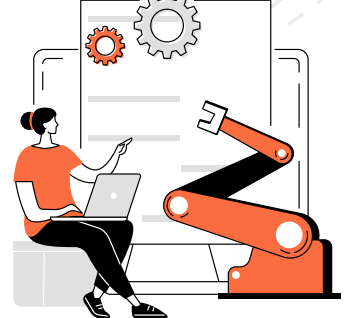
LEGAL SERVICES



PRIVATE EQUITY



ENGINEERING TECHNOLOGY



INDUSTRY EXPERIENCE

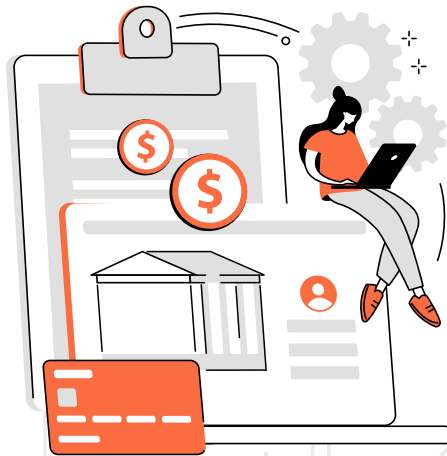
WIDE RANGING RESEARCH & DEVELOPMENT

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



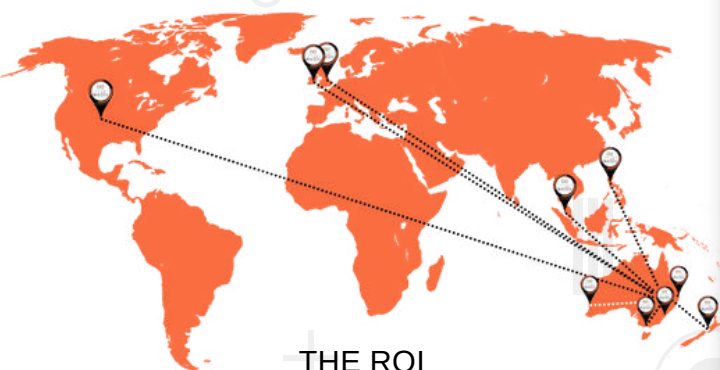
“Taylor Wells pricing evaluation process was focused on pricing skills and traits essential to pricing roles. The best thing about Taylor Wells was receiving the valuable feedback. Thank you for the experience.”

TAYLOR WELLS IS A GLOBAL PRICING & ORGANISATIONAL ADVISORY FIRM

Since 2014, our single focus and mission is to help our clients deliver increased profitability today and ongoing through our end to end approach to pricing transformation initiatives.

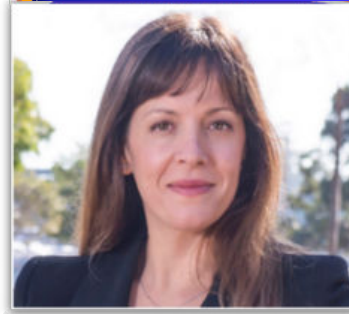
We work with leaders and pricing teams to develop pricing strategies, tests and trials to drive profitability and proof of concept. We work with sales directors to isolate the activities that lead to revenue growth and then build the tools, structures and processes to get there faster. We work with marketing executives to design websites, social media campaigns, ecommerce platforms, brand and product strategies and product price promotions that hone in on key value messages, trends and value drivers. We work with HR leaders to design organisational structures, roles and responsibilities to accelerate business outcomes and embed sustainable EBIT growth. We work with HR managers to hire the right pricing managers and advise them on how to build, reward, develop and motivate their pricing teams and commercial function. And, we help pricing professionals navigate and advance their careers.

SERVING CLIENTS ACROSS THE GLOBE



THE ROI THE REAL FINANCIAL BENEFITS

Unlike conventional consultancies firms, we enable our clients to internalise the pricing expertise so that they can build a sustainable pricing system that generates at least 3% - 10% additional margin each year.



JOANNA WELLS Founder & Director of Taylor wells

BA / MA Arts, Msc Science
University of Cambridge

“My passion is building world class pricing organisations using pricing, psychology, science and commercial systems. My mission is to help organisations harness the power of strategic pricing, teams and culture to drive profitable revenue growth and sustainable \$ value capture.”

FOUNDER

MANAGING DIRECTOR

Joanna Wells is the founder and managing director of Taylor Wells Advisory, a pricing and organisational advisory firm that supports Fortune 500, private Equity and ASX Listed companies in pricing & organisational strategy, commercial capability building and talent strategy and recruitment since 2014.

A Cambridge University qualified psychologist with over 12 years' experience in latest pricing and organisational consulting across B2B and B2C markets in Australia, the USA, the UK and Ireland; 25 years experience in industrial psychology & hiring; Joanna's sole focus and specialisation is helping business leaders build world class pricing organisations.

THE TW DIFFERENTIATOR

The key differentiator of our offer is how we combine best-in-class pricing with fundamental psychological principles. We create innovative customer pricing frameworks and change management programmes that cut out the pain of change to deliver incremental margin within a 3,6,9, 12 month timeframe. We enable our clients to internalise pricing expertise and teamwork mechanisms so that they can build a sustainable pricing system and a healthy, productive culture.

EVIDENCE

OUR RESEARCH

Our findings show that with the right strategy, set up and pricing team in place, incremental earnings gains can begin to occur in less than 12 weeks. After 3 months, the team can capture at least 1.0 to 3.25 per cent more margin using better price management processes. After 6-12 months, businesses are very often generating between 3 to 10 per cent additional margin each year as they identify more complex and previously unrealised opportunities, efficiencies and risks.

OUR CAPABILITIES

Our unique strategy advisory de-risks pricing strategy development. Our optimised commercial system ensures your teams drive an efficient and effective transformation process. Our scalable design structures and processes; and research and experience that spans over 25 years and over 23 major pricing transformations around the world, ensure your teams learn and embed the right skills, at the right time to drive the right outcomes - no matter how tough the challenge or how challenging the business culture.



PRICING & ORGANISATIONAL STRATEGY

Our focus is to enable leaders and pricing teams to develop and implement best-in-class pricing strategy. Unlike traditional consultancy, we strongly believe that the pricing transformation is powered through your teams from start to finish, not consultants. Our advisory, expertise and optimised systems support and guide teams to reach outcomes faster. Our expertise lies in enabling and supporting teams to be the best they can be using best-class pricing strategies, structures and practices.



COMMERCIAL CAPABILITY BUILDING

Unlike traditional consultants, we specialise in unlocking the value of your teams & culture to drive & capture commercial strategy faster. Our optimised commercial system covers the basic pricing skills. Just like a fitness programme. Then, it builds up from there as teams master new skills, kick key milestones, reach personal and team goals, and achieve shared outcomes.



PRICING TEAM ASSESSMENT & EVALUATION

We are world leaders at identifying and evaluating the pricing talent you need compared to the talent you have to prepare teams for a pricing transformation. Our founder, Joanna Wells, started her undergraduate research in devising multi trait assessments & evaluations to identify high performance leaders and specialist financial teams at the University Of Cambridge, Great Britain, 22 years ago. She further developed her research as a post graduate at Manchester Business School; and continues to invest in research and development at Taylor Wells Advisory. We have now collected millions of data points and valuable insights on high performance pricing strategies, teams, business culture and pricing transformations. Our objectivity and unique research and data is crucial to strategic decision making at the executive and board level. Our clients rely on us to mitigate risk and safely forge a clear path forward.



PRICING RECRUITMENT

Our consultants are all highly qualified executives with backgrounds in pricing, economics, finance, psychology at the post graduate level. Our consultants also hold professional industry certificates in accountancy and industrial psychology and testing and all practice best-in-class value based pricing. We know exactly what great pricing talent looks like, and have worked with world leading pricing functions and executives around the world to find the right pricing professionals for their pricing and revenue management roles and transformational projects.



SCALABILITY

We have created a scalable and optimised commercial system called Value Culture to enable leaders to build and embed commercial strategy development and price-setting capability across all teams in a business.

SELECT TAYLOR WELLS CLIENTS

Taylor Wells has had the pleasure of working with many top companies in a variety of industries.



SELECT TAYLOR WELLS PRESS ARTICLES & NEWSPAPER FEATURES

Taylor Wells has had the pleasure of working with many top newspapers, magazines to educate on business, teams, psychology and pricing related topics.

