



# Offering Management



Offer management is a critical discipline for IT professional services organizations seeking to scale revenue, improve margins, and deliver consistent client value. By systematically defining, packaging, pricing, and evolving service offerings, organizations can shift from reactive, ad hoc project delivery to proactive, repeatable solutions that align with market needs and business outcomes. Effective offer management enables clearer differentiation in competitive markets, supports value-based pricing strategies, and ensures internal teams—from sales to delivery—are aligned around a shared understanding of value, scope, and delivery expectations. It also facilitates innovation by providing a structured way to test, refine, and launch new offerings based on customer feedback and emerging technology trends. Ultimately, strong offer management transforms services from commoditized labor into scalable, high-value solutions that drive predictable growth.

## 30%

Organizations adopting structured offer management practices reported revenue growth up to 30%

Embracing structured offer management helps avoid common pitfalls like fragmented portfolios and inconsistent messaging, leading to missed revenue opportunities and diminished customer satisfaction

## 20%

Companies with formal offering management processes experience at least 20% better net new revenue growth and total contract value (TCV) bookings growth

## Our Approach

1. Define the goals of offering management (e.g., revenue growth, productization, pricing alignment)
2. Audit current offerings to identify gaps, redundancies, or underperforming services.
3. Define standardized offers with clear scope, pricing, delivery models, and value propositions
4. Ensure internal teams and channels can effectively sell and deliver the offers
5. Bring the offer to market and integrate into business operations
6. Monitor, improve, and evolve offerings over time

