"Agentic Consulting revolutionized one of our most time-consuming processes." CEO

How One Distributor Automated Contract Pricing and Boosted Efficiency

The Challenge

For a fast-growing distributor of foodservice and janitorial supplies, managing contract pricing had become a bottleneck. With dozens of manufacturers regularly sending price updates – typically in PDFs or Excel files – the internal process had become painfully inefficient.

Every pricing update required:

- Matching item-level pricing detail generated by the ERP system to vendor files
- Manually calculating new prices for up to 750 items
- Pulling sales reps off the road to assist in pricing reviews
- Manually entering the new prices into the ERP system

This workflow often consumed an entire day or more – each time a contract pricing agreement expired. And with the threat of frequent tariff-related adjustments and rising supplier volatility, the workload was steadily growing.

The process wasn't just inefficient. It had the potential to erode margins while slowing down the pace of business.

The Solution

Agentic Consulting implemented an intelligent automation solution purpose-built for distributors who manage complex pricing across multiple vendor lines.

Here's what changed:

- Automated import and matching of new manufacturer pricing
- Five flexible pricing strategies, and simulation tools to preview profit and revenue impact before setting a price
- Automatic update of the ERP

What used to take up to a full day now takes less than 15-minutes – no manual entry, no second-guessing pricing, no sales rep downtime.

The Results

Before	After
Full-day pricing updates	Completed in under 15-minutes
Potential for manual errors and missed changes	Automated accuracy and consistency
Sales reps tied up in price checking	Back in the field closing deals
ERP updates done manually	ERP updates and price lists generated automatically

The Bigger Picture: Automation That Frees Your Sales Team to Sell

This wasn't just a pricing win—it was a sales enabler.

According to recent findings, most sales reps spend *less than one-third of their time actually selling*. The rest is lost to admin, data entry, and price validation. Automation paired with AI flips the script. This distributor didn't need a new ERP. They just needed a smart layer of automation to do the heavy lifting.

About Us

At Agentic Consulting, we help small and mid-sized businesses tackle the operational bottlenecks that limit growth — whether it's streamlining decision-making, reducing customer churn risk, or ensuring your best talent spends less time on admin and more time creating value. Visit AgenticConsulting.ai to see how smart automation can help your team punch above its weight and move faster than the competition.