

Spare-Parts Pricing

Find the margin hiding in a spare-parts price list

Sweep a long-tail spare-parts list for underpriced outliers and safe-to-raise low-margin lines — capturing margin across thousands of parts you'd never review by hand.

INDUSTRY

Aftermarket / spare parts
/ MRO · long-tail
catalogues

COMPANY

Distributor / OEM with
thousands of parts on its
own price list

TOOLS

TidyMonk + PriceMonk —
price-list optimization (or
your own engine)

WHAT THIS ONE-PAGER COVERS

- 1 **Underpriced Outliers in the Long Tail** — sweep the list, flag under-band parts → real annual margin, each raised only to its peer band
- 2 **Safe-to-Raise Low-Margin Parts** — rank by margin × price sensitivity — raise the safe ones, review the rest

A spare-parts price list runs to thousands of long-tail items no one reviews — and margin hides in them: parts priced well below their peers, and low-margin lines you could safely raise. We sweep the whole list and flag the underpriced outliers and the safe-to-reprice low-margin items, with every price that changes coming out on a clean price point — so you capture margin across parts you'd never get to one by one.

THE SITUATION

Aftermarket and MRO price lists run to thousands, even tens of thousands, of parts. Nobody reviews the long tail, so two kinds of margin sit there unnoticed: parts priced well below comparable peers, and low-margin lines that could be raised without losing the sale. Reviewing them by hand is impossible. Two sweeps fix it: find the underpriced outliers, and sort the low-margin parts into the ones that are safe to reprice versus the ones to leave alone.

01 Underpriced Outliers in the Long Tail

Sweep the whole list and flag every part priced below its peer band. Each one has an uplift to the band; together they add up to real annual margin — captured by raising each one only as far as its peer band.

Outlier sweep — the whole price list

each part vs its peer band

PARTS ANALYSED

12,400

UNDERPRICED OUTLIERS

840

ANNUAL UPLIFT, VOLUME HELD

≈ €310k

6.8%

in-band · 10,900 parts

5.3%

■ Underpriced (840) → raise to band ■ In-band (10,900) ■ Above peer (660) → leave

840 parts sit below their peer band — raising them just to the band is ≈ €310k of gross annual uplift, volume held — each raised only as far as its band, then rounded to a clean price point.

02 Safe-to-Raise Low-Margin Parts

Not every low-margin part should be raised. Sort the list by margin and price sensitivity — scored from the signals you already have: sales volume, price level, and how widely the part is available elsewhere. The low-margin, low-sensitivity parts are safe to reprice; the sensitive ones get reviewed, the healthy ones left alone.

All parts — margin × price sensitivity

which are safe to reprice



The Optimize quadrant — low margin, low sensitivity — is safe to raise. Sensitive low-margin parts route to Investigate for a human; healthy parts are left alone. You reprice the safe margin, not the risky sale.

THE PAIN — IN YOUR WORDS

HOW WE SOLVE IT

"We have thousands of parts and no way to review them all."

The whole list is swept automatically; only the parts that matter — underpriced, or low-margin — surface for action.

"Some parts are priced well below comparable ones and we never catch it."

Outlier detection flags parts below their peer band, with the uplift needed to close the gap.

"We're scared to raise low-margin prices and lose the sale."

Parts are sorted by price sensitivity; only the safe-to-reprice ones are flagged, the sensitive ones set aside for review.

"Our prices are odd numbers that look unprofessional."

Prices the sweep changes come out on a clean price point — not a formula leftover.

"Repricing thousands of parts by hand takes forever and drifts."

The sweep reprices the whole list on one consistent set of rules, on your own data.

RESULTS

The whole tail, swept

THOUSANDS OF PARTS REVIEWED, NOT A SAMPLE

Underpriced → uplift

BELOW-PEER PARTS RAISED TO THE BAND

Safe to reprice

LOW-MARGIN LINES SORTED BY SENSITIVITY FIRST

IN SCOPE / NOT

- Works on your own price-list and cost data; peer bands are drawn from within your own catalogue (or, where you have it, competitor data — publicly observable prices, collected independently).
- Price-sensitivity ranking uses the signals you have — mainly sales volume, plus price level and how widely the part is available elsewhere (an exclusive part is safer to raise); you set the safe-to-raise threshold, and richer signals sharpen it.
- Figures shown are illustrative of the segment and scaled to each engagement.

Behind it: PriceMonk price-list optimization — outlier detection (below-peer parts → uplift), a low-margin quadrant (margin × sensitivity → safe-to-reprice / investigate / protect / monitor), and price-point rounding, swept across the whole list. Import & cleaning via TidyMonk. Works alongside your own pricing engine where you have one.

The margin's already in your price list — you just can't see all of it.

