



Pricing for Profit

How *AI* Is Transforming Quoting and
Margin Discipline in Wholesale Distribution



Wholesale distribution is confronting unprecedented pressure: squeezed margins, rising costs, complex customer expectations, and digital-native competitors. Traditional pricing and manual quoting processes fragmented across spreadsheets, email chains, and no longer scale or protect profitability.

AI-powered pricing and intelligent quoting are now among the highest ROI adoption areas for distributors. When AI is integrated directly into ERP workflows, it enables faster responses, smarter pricing, and consistent quoting at scale. In particular, automated intake and interpretation of unstructured project inputs, including mechanical drawings, can reduce labor by days while increasing accuracy and responsiveness.



PRICING & QUOTING HAVE BECOME LEADERSHIP ISSUES

In the past, pricing and quoting were treated as operational functions. Today, they directly influence EBITDA, customer trust, and competitive position.

Even a small improvement in realized margin can have an outsized impact on profitability. Yet many distributors struggle to achieve that improvement because decision-making is slow and fragmented. Quotes take days instead of minutes. Discounts are applied inconsistently. Pricing logic varies by salesperson rather than strategy.

When quotes take too long or never arrive at all buyers either move forward with a faster competitor or abandon the project entirely. This delay doesn't just cost individual deals, it erodes trust, and results in missed opportunities on new projects where speed is often the deciding factor.

—
1-2%

**improvement in realized margin
can substantially impact EBITDA.**



HOW AI REFRAMES PRICING & QUOTING

Artificial intelligence is no longer being applied as a reporting layer or forecasting enhancement. Leading distributors are embedding AI directly into ERP workflows to support pricing and quoting decisions at the exact moment they are made. This shift moves pricing from static rules and delayed analysis to dynamic, data-driven decision-making that balances speed, consistency, and margin discipline.

FASTER, MORE CONSISTENT QUOTING

AI replaces manual, estimator-driven quote assembly with structured, repeatable workflows. Quotes are generated more quickly, pricing ranges are clearly defined, and sales teams gain guidance on deal competitiveness without losing the ability to apply human judgment where nuance matters.

EMBEDDED DECISION INTELLIGENCE

Rather than asking sales teams to interpret fragmented data, AI surfaces relevant insights directly within the quoting process. Win probability signals, pricing confidence ranges, and upsell opportunities appear in context, reducing guesswork and improving decision quality.

DYNAMIC, MARKET-AWARE PRICING

AI continuously learns from historical wins and losses, customer buying behavior, cost fluctuations, and margin performance. Instead of relying on static price lists, it produces adaptive pricing recommendations that reflect current market conditions while aligning with internal profitability targets.



TORINIT IN ACTION

AUTOMATED QUOTING FOR AN HVAC INDUSTRY LEADER

A leading HVAC distributor in North America approached Torinit with a challenge that has become increasingly common across the industry. Large mechanical drawings submitted by contractors were overwhelming estimating teams. Each project contained critical specifications, quantities, and installation details all essential to pricing accurately, yet entirely unstructured. Processing these documents manually required days of estimator effort per job, slowing response times and straining internal resources.

Torinit built an ERP-native AI solution that ingests mechanical drawings and converts unstructured project data into structured, quote-ready outputs by interpreting design details, generating accurate bills of materials and pricing logic, and surfacing supplier alternatives, current pricing, and applicable rebates.

“What was once a labor-intensive, manual process now produces ready-to-review quotes in minutes directly within the distributor’s existing ERP workflow.”



END-TO-END AI WORKFLOW



DOCUMENT RECOGNITION



DRAWING INTAKE

Advanced OCR and document recognition extract text, symbols, dimensions, and annotations from unstructured drawings.



DATA EXTRACTION

Mechanical drawings and project files are ingested in their original formats, including PDFs, CAD files, and scanned documents.

Machine learning models interpret design elements, quantities, and part specifications to understand project requirements.



END-TO-END AI WORKFLOW



INTELLIGENT STRUCTURING

AI reasoning maps extracted information into structured data aligned with internal product catalogs and pricing rules.



BOM & PRICING GENERATION

The system generates a complete bill of materials and applies pricing logic based on margin targets and historical data.



END-TO-END AI WORKFLOW



SUPPLIER INTELLIGENCE

Supplier alternatives, current pricing, availability, and applicable rebates are surfaced to optimize cost and sourcing.



QUOTE-READY OUTPUT

All data is delivered as a structured, ERP-ready quote, ready for review, approval, and customer delivery.



AUTOMATED QUOTING FOR AN HVACR INDUSTRY LEADER

THE IMPACT WAS IMMEDIATE AND MEASURABLE.

Quotes were created and delivered directly within the ERP workflow.

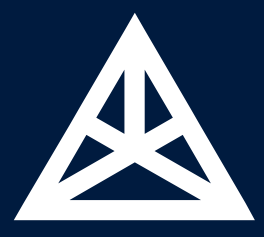
Supplier pricing, alternatives, and rebates were surfaced in real time.

Estimator time dropped significantly by eliminating manual takeoffs.

Bills of materials were generated automatically with high accuracy.

This approach reflects a broader pattern among AI-driven distributors.

The most successful initiatives focus on specific, high-impact workflows, embed intelligence where work already happens, and use AI to enhance – not replace – human expertise. When adoption is guided by clear outcomes rather than experimentation, AI becomes a durable operational advantage rather than a one-off innovation.



ABOUT TORINIT

Torinit is an AI Studio dedicated to the distribution industry, backed by a decade of experience enhancing ERP environments with intelligent, human-centred solutions that elevate customer experience, grow revenue, and improve profitability. We build advanced intelligent applications that help teams sell more effectively, price with precision, forecast demand confidently, and eliminate operational inefficiencies.

Our mission is to equip distributors with practical, intuitive AI that delivers measurable financial outcomes—higher margins, faster decisions, and stronger customer satisfaction.

10+

YEARS OF INNOVATION

Driving Growth With Partners by harnessing Digital Adoption & Intelligence.

Our team brings deep engineering expertise, industry knowledge, and a culture rooted in clarity, ownership, and craftsmanship. Trusted by enterprises across North America, we've earned our reputation by delivering solutions that generate real ROI. Guided by values of integrity and impact, Torinit turns complex data into simple, intelligent workflows that empower people and drive sustained growth.

PARTNERS DEDICATED TO WHOLESALE & DISTRIBUTION



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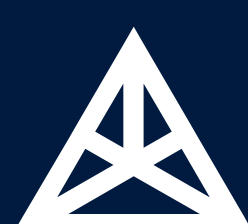


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