

Guidance

Capture Maximum Value on Every Sale



CAPTURE MAXIMUM VALUE FOR EVERY SALE:

- ✓ Deliver up to 100 - 300 basis point of margin improvement.
- ✓ Increase sales performance in as little as 90 days.
- ✓ Close more of the right deals with speed and accuracy.
- ✓ Build the right quote with the winning price the first time through easy integration between PROS prescriptive guidance and your quoting tools .
- ✓ Empower sales team with floor, target and expert prices, so they know what customers are willing to pay.
- ✓ Improve sales team performance through data driven sales coaching.
- ✓ Improve sales team confidence with PROS patented segmentation, providing accurate, prescriptive pricing, product and offer guidance.
- ✓ Increase win rate by using science based guidance during the negotiation.
- ✓ Receive dynamically updated price and discount recommendations.

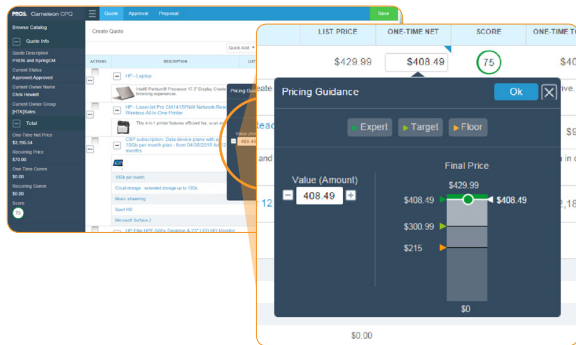
PROS Guidance edition of the PricingPRO solutions enables the sales team to lead with a winning price based on data science, customer segmentation, and willingness to pay.

This enables sales to understand when to hold the line on discounting during negotiations to capture maximum value on every deal.



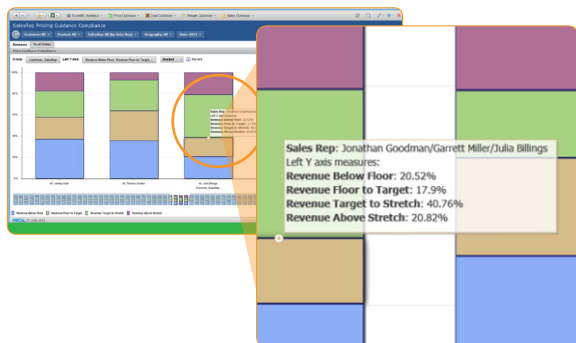
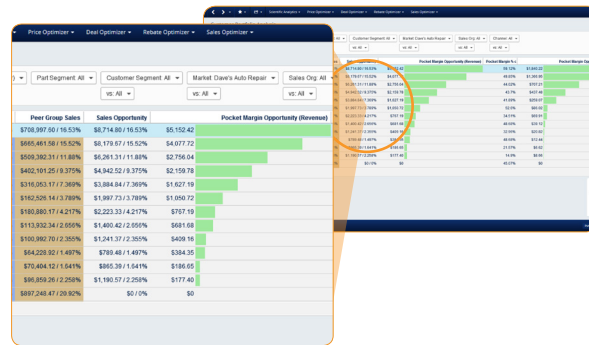
By 2015, best-in-industry enterprises will increase revenues by up to 3% and profits by up to 15%, due to improvements made using price optimization technologies.

- Gartner



Enable the sales team to negotiate with confidence using data science driven pricing guidance.

Easily identify underperforming accounts that represent immediate sales opportunities.



Compare sales rep performance against discount recommendations to see who may need more coaching.

KEY FEATURES

- On demand negotiation guidance.
- Ensure deal compliance with deal scores, indicating if pricing is in line with business rules.
- Instant access to reports showing the biggest profit and margin opportunities.
- Improve win rate by receiving targeted guidance through data science driven segmentation.
- Keep top performing customers where they are by knowing their willingness to pay.
- Receive updated guidance during the bid renewal process to ensure maximum margin and profit.
- Apply business rules to guidance to ensure pricing strategy is in line with corporate strategy.
- Easily integrate to quoting platform.

PATENTED, PROVEN DATA SCIENCE

- Increase profitability and deal size with intelligent up-sell and cross-sell recommendations determined from actual buying patterns.
- Identify unique customer segmentation insights using attribute library developed from 30 years of experience.
- Utilize win-rate elasticity to determine the precise price that maximizes your expected revenue or margin for each deal by balancing the probability of winning the deal with the price of the deal.
- Track current offerings, introduce new ones and optimize the best offering by customer segment – even when facing competing goals such as revenue, conversion or profit.
- Solution based on growing intellectual property portfolio of 30+ patents and pending patents.

PROS CLOUD

- Full IT service management.
- Tier 3, SOC 2 data centers.
- HIPAA compliant environments.
- Application-level SLA.

BROWSERS

- Internet Explorer
- Chrome
- FireFox

DATA VISUALIZATION

PROS Guidance leverages 30 years of experience with providing powerful data visualization tools to uncover your biggest revenue and margin opportunities. Armed with these unique insights from PROS, customers are realizing millions of dollars in incremental revenue and profit.

- Track margin and volume trends.
- Identify product and customer outliers.
- Identify daily margin opportunities showing demand and availability in a calendar-type format.
- Track relevant KPIs for each role.
- Compare volumes, product mix and pricing for peer groups.
- Create additional charts and graphs based on unique business requirements.
- Identify the drivers causing changes in revenue and margin between two time periods.
- Conduct ad hoc analysis using line item detail for additional visibility into revenue and margin opportunities.

CONTACT PROS

For more information on this or any of our products, please contact PROS at:

 [PROS.com](https://pros.com)

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To learn more, visit pros.com.

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