



# L'art du devis gagnant : le pricing au coeur du succès commercial

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# What we are hearing from the market

- Difficult to deliver a corporate pricing strategy and execute consistently against it
- Difficult to coordinate teams working in 2 different systems (CRM, Revenue Management)
- Collaboration between Pricing Manager and Sales Manager is key



# Accelerate Sales Responsiveness for All Selling Models

Spot  
Orders



Quote requests for **one-time** purchase of goods and services

Sales  
Agreements



An **agreement** that details the terms and conditions for goods and services  
(ex: Supplier will sell product A at \$90 over duration of 3yrs)

Subscriptions



A **recurring** business arrangement for goods or services at a fixed interval  
(ex: every month, every year, etc)

Self-Service



Buyers can make one-time purchases, order a new subscription service, or purchase off an existing sales agreement online

# Manage the Sales Agreement Lifecycle

Easy  
Setup

Create or  
import sales  
contracts or  
RFPs

Lock In  
Terms

Negotiate  
T&C's and  
lock in price  
protection

Analyze  
Performance

Maximize  
deal  
profitability

Store  
Prices

Store  
negotiated  
pricing

Monitor

Track pricing  
consistency  
And customer  
commitments



# Meet Charles

Charles is a sales rep in a Medical Device company.

He needs to negotiate **large Pricing Agreements** with his customers, insuring full **compliance** with the corporate Pricing Strategy.

He wants to easily **amend** and **renew** Pricing Agreements based on customer **achievement** without getting through a long deal desk process.



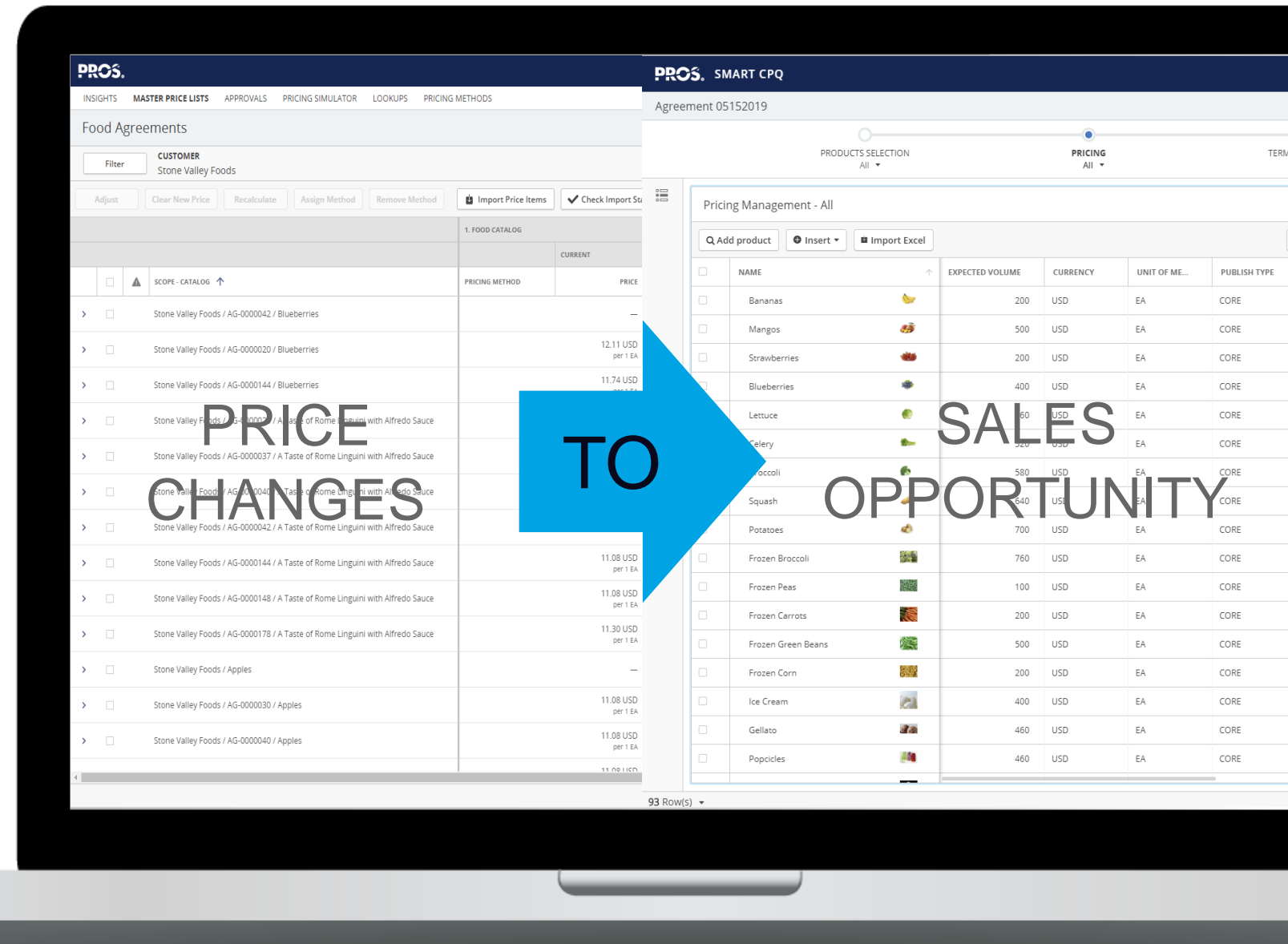
# DEMO



# Mass Price Updates

## Enable Pricing and Sales collaboration on Strategic Pricing Initiatives

- Enable the pricing analyst to mass update agreements based on **strategic** pricing moves, material **cost** changes, and semi-annual price **escalations**
- Notify sales account managers on proposed mass price changes that **impact their customers**
- Enable them to **approve** these changes, **create** a proposal document and **re-negotiate** with their customers



# COVID-19 Impacts

**New Business  
Vs  
Existing Business**

**Cost impacts**

**Renewal  
Opportunities**

**Low Customer  
performance**





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Q&A





# Thank You

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