



pricefx

CAPABILITY OVERVIEW

Pricefx Negotiation Guidance



Pricefx Negotiation Guidance

Turn deal data into confident, consistent negotiation guardrails that protect margin and improve win rates.



Pricefx Negotiation Guidance helps manufacturers, distributors, and service providers guide pricing decisions during negotiations using real transaction history - not intuition. By analyzing similar customers, products, and deal attributes, it provides structured floor, target, and ceiling recommendations that align negotiations with pricing strategy while preserving flexibility for sales.

With Negotiation Guidance , pricing, sales, and finance teams can:

- ✓ **Anchor negotiations using data-backed guardrails .**
- ✓ **Replace one-off deal intuition with segment-based intelligence.**
- ✓ **Improve pricing consistency across customers and regions.**
- ✓ **Protect margins while maintaining competitive flexibility.**
- ✓ **Scale negotiation best practices across teams and channels.**
- ✓ **Feed downstream pricing, quoting, and optimization processes.**
- ✓ **Ensure governance through streamlined approval workflows.**
- ✓ **Align prices seamlessly with ERP, CRM, and other core systems.**



The result:

Faster, more confident negotiations, stronger margin discipline, and consistent deal outcomes aligned with strategy.

THE CHALLENGE

Deal Negotiations Rely Too Heavily on Instinct



In many organizations, pricing negotiations depend on individual experience, partial history, or the last deal that “felt right.” When sales teams face a new pricing event, the ideal comparison - same product, same customer, same conditions - often doesn’t exist.

On the front lines:



Pricing teams

Price teams struggle to define guardrails that reflect real market behavior across segments rather than isolated deals.



Technical teams

Technical teams must support complex quoting logic without reliable, scalable negotiation intelligence.



Sales teams

Sales teams lack clear guidance when negotiating with customers, leading to inconsistent discounts.



The impact:

- Margin erosion from overly aggressive discounts
- Inconsistent deal outcomes across similar customers
- Limited reuse of historical pricing knowledge
- Overreliance on “what worked last time,” even when it wasn’t optimal

Without a structured way to learn from past transactions and apply that learning consistently, organizations leave margin exposed and struggle to scale negotiation excellence.

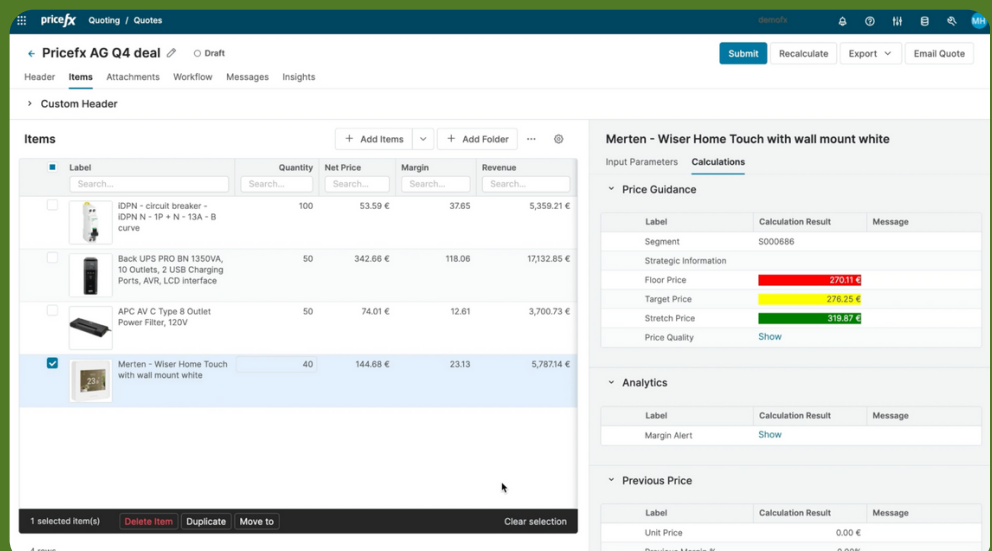
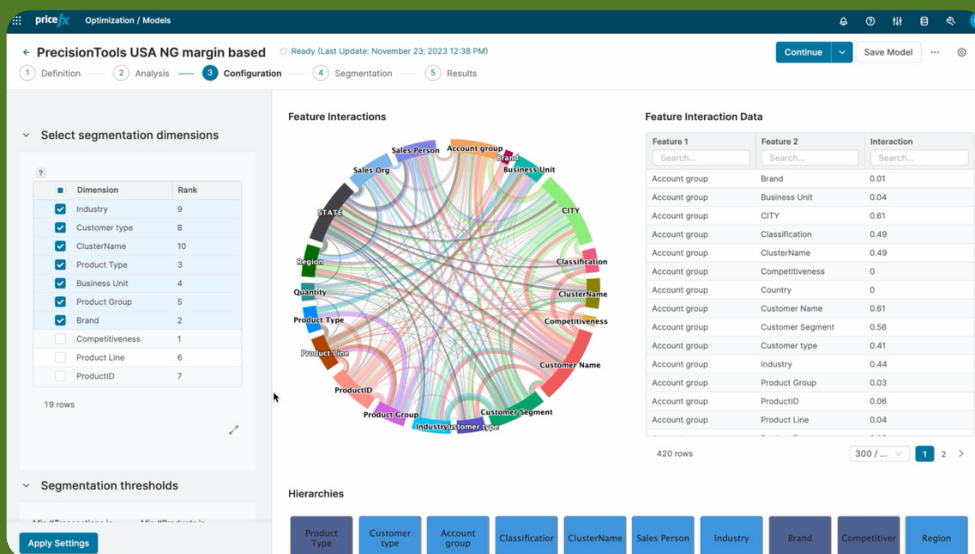
CAPABILITY OVERVIEW

What Is Pricefx Negotiation Guidance?

Pricefx Negotiation Guidance is a data-driven model that analyzes historical transactions to recommend negotiation guardrails - floor, target, and ceiling - for discounts, margin rates, price index or unit margins. Instead of relying on exact deal matches, it builds intelligent segments using product, customer, and transaction attributes to create meaningful comparison sets.

By identifying price drivers and building a segmentation tree with sufficient transaction depth, the model delivers realistic, actionable guidance that reflects how customers actually buy - while aligning outcomes with pricing strategy.

Negotiation Guidance (Setup & Use in Quoting)



BENEFITS

Why Pricing, Sales & Finance Teams Choose Pricefx Negotiation Guidance



Pricefx Negotiation Guidance transforms negotiation from an art practiced by a few into a repeatable, scalable capability supported by data.

For Pricing Teams

- Define negotiation guidance based on real transaction behavior
- Leverage segmentation instead of one-off deal history
- Align negotiation outcomes with pricing strategy



For Sales & Commercial Teams

- Enter negotiations with clear, data-backed guardrails
- Improve confidence when pricing unfamiliar customers or products
- Reduce deal friction and approval delays
- Maintain flexibility while staying within strategic boundaries

For Finance & Operations Teams

- Gain transparency into negotiation behavior by segment
- Support scalable negotiation intelligence without hardcoding rules
- Reduce margin leakage driven by excessive discounting



FEATURES

What Pricefx Negotiation Guidance Delivers

Pricefx Negotiation Guidance combines advanced AI algorithms and analytics with practical usability - ensuring recommendations are both statistically sound and commercially actionable.



1

Price Driver Analysis

- Identify attributes that most influence price outcomes
- Understand the impact of geography, customer segments, and product types

2

Intelligent Segmentation Tree

- Build segments using product, customer, and transaction attributes
- Ensure sufficient transaction depth for reliable guidance
- Avoid irrelevant or statistically weak combinations

3

Negotiation Guardrails

- Recommend floor, target, and ceiling values
- Optimize for discount rate, margin rate, price index or unit margin
- Support consistent, strategy-aligned negotiations

4

Strategic Alignments

- Enforce consistency across segments based on pricing strategy
- Adjust recommendations to reflect desired price relationships

5

Dynamic Reusability

- Apply guidance downstream to compute prices from list prices or costs
- Automatically reflect changes in costs or list prices without rework

CUSTOMER STORIES & OUTCOMES

Real Results from Leading B2B Food Manufacturer

Global manufacturers, distributors, and process industry leaders use Pricefx Negotiation Guidance to replace ad-hoc discounting with consistent, data-driven deal guardrails.



B2B Food Manufacturer producing packaged snacks and ingredients

Moved from ad-hoc discounting to guided negotiation, enabling 20% more deals to close without discount escalation while reducing margin leakage.

Across industries, Pricefx Negotiation Guidance provides clear, data-driven guardrails that help teams negotiate consistently, protect margin, and close deals with confidence.

GETTING STARTED

Scale Confident Negotiations Across Your Business

Move from manual, spreadsheet-driven pricing to a single, data-driven source of truth for price strategy, execution, and performance. Pricefx Price Setting gives organizations control, consistency, and confidence—delivering stronger margins, faster sales cycles, and smarter decisions across teams.



Request a live demo tailored to your pricing processes, strategies, approval flows, and system landscape.

See It in Action

Learn More

Explore related resources on the [AI Optimization Page](#), or see how [complementary Pricefx capabilities](#) - such as Agents, Rebates, Channel Management, and Price Setting - help pricing and sales teams make smarter, faster price decisions.