



pricefx

CAPABILITY OVERVIEW

Pricefx Win Rate Optimization



Pricefx Win Rate Optimization

Optimize prices to increase deal win rate success while maximizing expected revenue and profit.



Pricefx Win Rate Optimization helps organizations assess the likelihood of winning deals at different price points and recommends optimized prices that balance win probability with revenue and profit objectives. By combining historical quote data with machine learning, it provides actionable insights into what drives deal success and how pricing decisions influence outcomes.

With Win Rate Optimization , pricing, sales, and finance teams can:

- ✓ **Assess win probability for deals at current and optimized prices.**
- ✓ **Understand which factors most influence deal success.**
- ✓ **Improve pricing consistency across customers and regions.**
- ✓ **Recommend prices that maximize expected revenue or profit.**
- ✓ **Improve pricing decisions using data-driven win rate insights.**
- ✓ **Support more effective quoting and negotiation strategies.**
- ✓ **Ensure governance through streamlined approval workflows.**
- ✓ **Align prices seamlessly with ERP, CRM, and other core systems.**



The result:

Better-informed pricing decisions, improved deal performance, and a clearer link between price and commercial outcomes.

THE CHALLENGE

Pricing Decisions Lack Visibility Into Win Probability



In many organizations, pricing decisions are made without a clear understanding of how price and other deal attributes influence the likelihood of winning. Sales teams rely on experience or intuition, while pricing teams struggle to quantify the trade-off between price, margin, and win rate.

On the front lines:



Pricing teams

Price teams struggle to balance win rate, revenue, and margin objectives.



Finance teams

Finance teams lack visibility into how pricing decisions affect expected revenue and profit.



Sales teams

Sales teams lack guidance on how price changes impact deal success.



The impact:

- Revenue loss caused by pricing decisions made without win-rate insight
- Margin degradation driven by intuition-based discounting
- Inconsistent deal performance due to limited understanding of win drivers

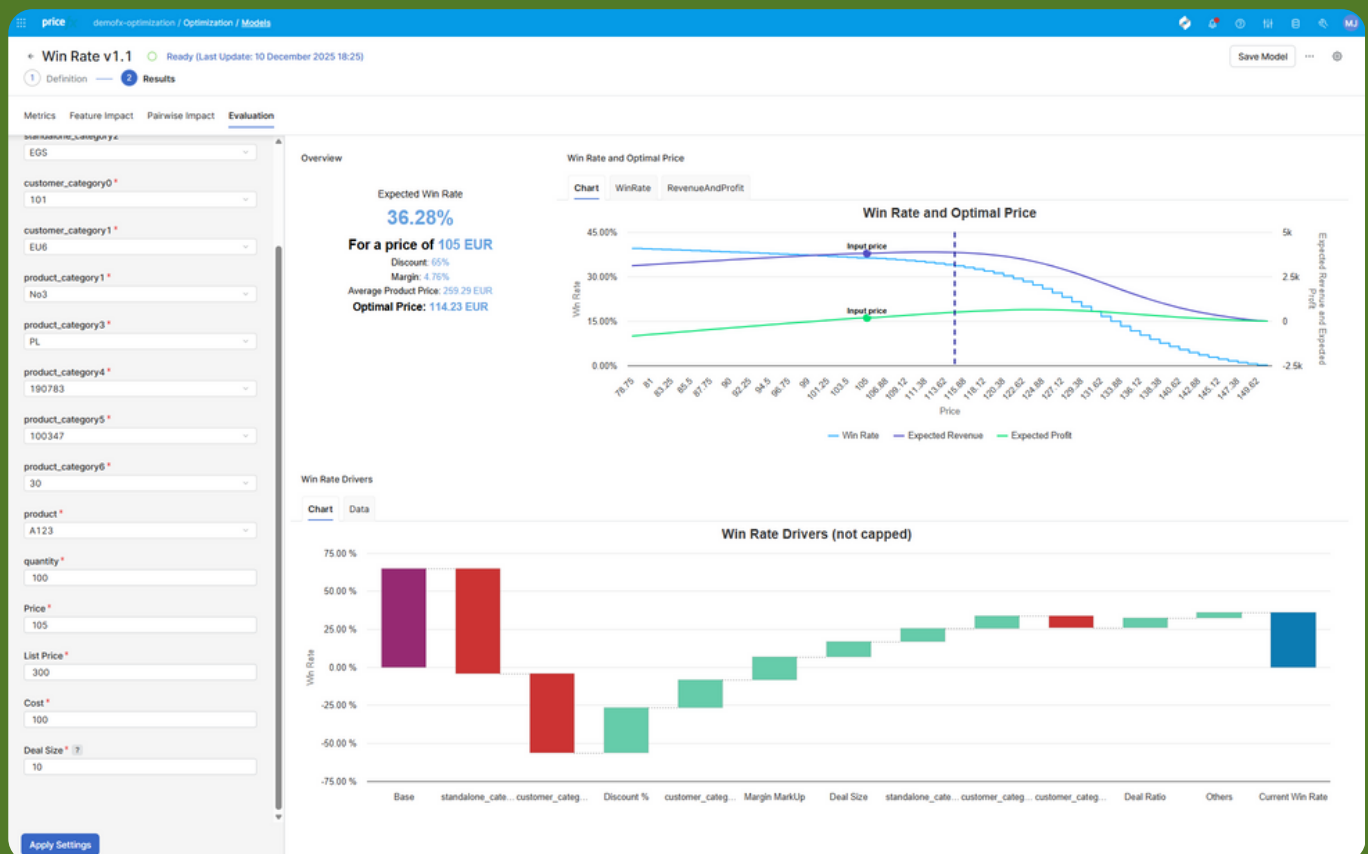
Without a structured way to assess win probability and optimize prices accordingly, organizations risk over-discounting to win deals—or pricing too high and losing opportunities.

What Is Pricefx Win Rate Optimization?

Pricefx Win Rate Optimization is an accelerator that uses a machine learning model to predict the probability of winning a deal for a specific item, customer, and set of deal parameters. Based on this win rate assessment, the model recommends optimized prices designed to maximize expected revenue, expected profit, or a combination of both.

The accelerator evaluates historical quote data to identify how price, discounts, customer attributes, product characteristics, and other factors influence deal outcomes.

Win Rate Optimization (Setup & Results)



BENEFITS

Why Pricing & Commercial Teams Choose Pricefx Win Rate Optimization



Pricefx Win Rate Optimization helps organizations move from intuition-driven pricing to probability-based decision-making.

For Pricing Teams

- Quantify how price and discounts affect win probability
- Optimize prices based on expected revenue or profit outcomes
- Support more consistent, data-backed pricing decisions



For Sales & Commercial Teams

- Gain insight into how pricing impacts deal success
- Improve confidence when negotiating prices
- Balance competitiveness with profitability

For Finance & Operations Teams

- Improve expected revenue and profit forecasting
- Reduce margin erosion from unnecessary discounting
- Align pricing decisions with business objectives



FEATURES

What Pricefx Win Rate Optimization Delivers

Pricefx Win Rate Optimization combines predictive analytics with optimization logic to support better pricing decisions.



1

Win Rate Prediction

- Predict win probability for each quote item
- Evaluate win rate at both current and optimized prices

2

Feature Attribution

- Identify and quantify key drivers of win rate
- Understand the impact of price, discount %, margin %, delivery time, and other factors

3

Optimal Price Recommendations

- Recommend prices that maximize expected revenue and/or profit
- Support revenue-focused, profit-focused, or blended strategies

4

Machine Learning–Based Approach

- Uses a boosted tree model to predict win probability
- Provides detailed insights into feature importance and customer behavior

5

Optimization Logic

- Simulate win rate across different price points
- Calculates expected outcomes

GETTING STARTED

Optimize Prices Based on Probability, Not Guesswork

Move beyond intuition-driven pricing decisions. Pricefx Win Rate Optimization provides a structured, data-driven approach to understanding win probability and optimizing prices accordingly.



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.