CAPABILITY OVERVIEW

Pricefx Price Guidance

AT A GLANCE

Pricefx Price Guidance

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

Pricefx Price guidance helps manufacturers, distributors, and service providers guide pricing decisions during negotiations using real transaction history - not intuition. By analyzing 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 Price 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 agreements 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.

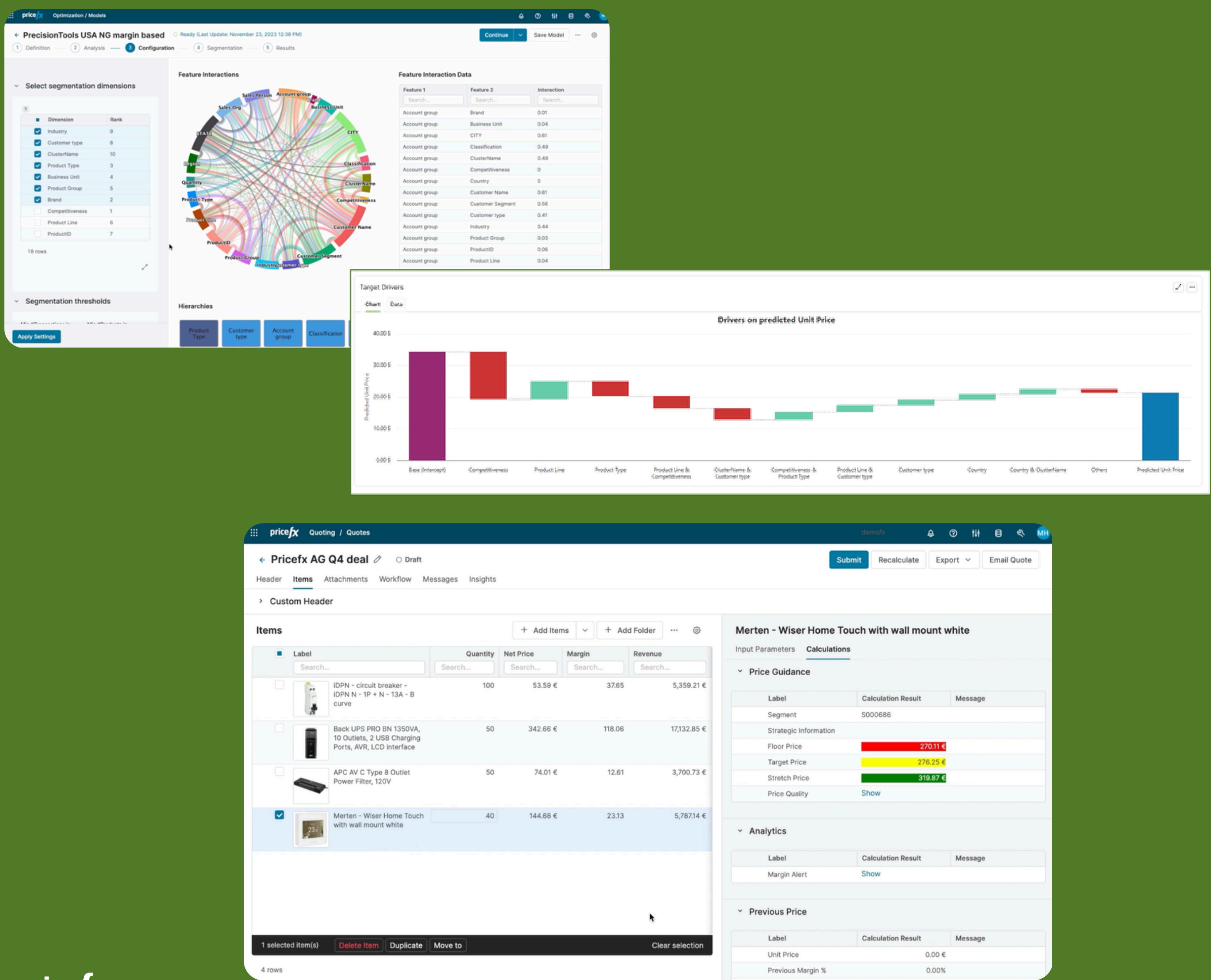
CAPABILITY OVERVIEW

What Is Pricefx Price Guidance?

Pricefx Price guidance are data-driven models that analyze historical transactions to recommend negotiation guardrails - floor, target, and ceiling - for recommended prices, discounts, or price adjustments.

It supports business scenarios with both stable product portfolios and high-variability products (configured products). It applies a respective data science approach to provide relevant outputs matching your specific business situation.

Price Guidance (Setup & Use in Quoting)



BENEFITS

Why Pricing, Sales & Finance Teams Choose Pricefx Price Guidance

Pricefx Price 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 relevant data science in any business situation
- 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
- Support scalable negotiation intelligence without hardcoding rules
- Reduce margin leakage driven by excessive discounting

FEATURES

What Pricefx Price Guidance Delivers

Pricefx Price 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

Various Business Scenarios

- Supports business scenarios with both stable product portfolios and high-variability products (configured products)
- Applies a respective data science approach to provide relevant outputs based on your business situation

3

Negotiation Guardrails

- Recommend floor, target, and ceiling values
- Optimizes for recommended prices, discounts, or price adjustments
- Support consistent, strategy-aligned negotiations

4

Strategic Alignments

- Enforce consistency across product portfolio 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

SUPPORTED SCENARIOS

Pricefx Price Guidance Supports Various Business Scenarios to Meet Your Needs

Pricefx Price guidance supports business scenarios with both stable product portfolios and high-variability products (configured products). It applies a respective data science approach to provide relevant outputs in differentiated situations.

Stable Product Portfolio

Scenario: Repeatable business with a stable product mix, where price is driven by a few discrete attributes with a clear hierarchy among them.

Approach: Segmenting your historical transactions, optimizing the price within each segment, and handing the rep a floor, target, and stretch price-guardrails that keep familiar deals aligned to policy and past performance.

High-Variability Product Portfolio

Scenario: Highly variable or configured products, many attributes with no natural hierarchy, and customers or deals with little to no history.

Approach: Modeling each attribute's contribution to price to make such deals priceable in every situation - down to a precise, explainable recommendation.

CUSTOMER STORIES & OUTCOMES

Real Results from Leading B2B Food Manufacturer

Global manufacturers, distributors, and process industry leaders use Pricefx Price 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 Price 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 guidance 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, Rebate Management, Channel Management, and Price Management - help pricing and sales teams make smarter, faster price decisions.