

CLOSE MORE PROFITABLE DEALS.

PROS DEAL OPTIMIZER

Are my sales reps maximizing revenue and profitability?

Are they able to turn around quotes quickly and correctly?

Are sales reps maximizing wallet share with complement and substitute opportunities?

Which sales reps are following guidelines and succeeding, and which need help?

How are my sales reps dealing with the pressures of competitive quoting?

Which sales reps are achieving their goal win rates?

PROS GIVES YOU THE TOOLS YOU NEED TO PROFIT FROM YOUR PRICING.

PROS Deal Optimizer delivers the right price, with powerful market insights, at the point of decision to guarantee maximum profitability on each negotiation. PROS replaces pricing by “gut feel” with optimized pricing guidance, easy-to-follow guidelines, and decision support analytics to increase confidence in pricing. As an integrated module

with PROS Scientific Analytics and PROS Price Optimizer, PROS Deal Optimizer helps sales reps respond quickly to market changes enterprise-wide, updating pricing even in environments with tens of thousands of SKUs and millions of prices. The result is faster, more profitable customer transactions.

KEY BUSINESS BENEFITS

- Provide optimized pricing guidance and pricing benchmarks at the point of decision
- Improve win rate and contract margins based on market insights
- Gain profit due to product mix with complement and substitute product recommendations
- Improve response time and collaboration with automated workflows and approvals
- Increase success with quote profitability modeling
- Increase negotiation success by modeling the profitability of quotes before they are executed
- Increase sales productivity with mobile and off-line deal management
- Improve sales team retention rates and reduce training expenses by providing automated pricing and deal management tools
- Institutionalize pricing best practices through performance management

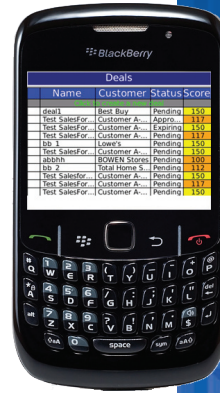
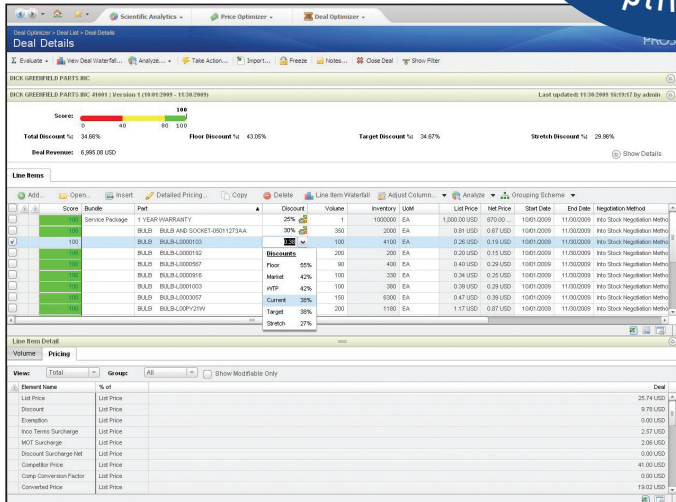
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ENTERPRISE PRICING SOFTWARE.

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PROS DEAL OPTIMIZER

Powered by PROS market-leading pricing science, Deal Optimizer gives guidance to maximize profitability, wallet share, and win rates. PROS Deal Optimizer includes both PC- and mobile-based interfaces.



**PROS DEAL OPTIMIZER:
EMPOWER SALES REPS TO
QUOTE THE RIGHT PRICE
FOR EACH OPPORTUNITY AT
THE TIME OF NEGOTIATION
WITH GUIDANCE, MARKET
INSIGHTS, AND INTEGRATED
APPROVAL WORKFLOWS.**

KEY CAPABILITIES

- Targeted deal modeling
- Deal, quote, and contract guidance
- Complements and substitutes
- Approval workflow
- Deal analytics
- Offline deal management
- Salesforce.com integration

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