



## DETERMINE YOUR IDEAL SEGMENTATION STRATEGY & THE MOST SIGNIFICANT ATTRIBUTES FOR EACH MICRO-SEGMENT

What is the ideal way to segment your customers, products and transactions?

Segmentation is one of the key science differentiators at PROS, and we have two patents focused on segmentation alone. Our approach has now been successfully honed at more than 800 implementations.

## TAILOR WORKFLOWS TO REFLECT YOUR SALES TEAM BUSINESS PROCESSES

For out-of-the-box sales solutions, your salespeople are forced to change their processes, resulting in user adoption issues.

Otherwise, you're dealing with expensive and time-consuming custom-code solutions. With this new configuration capability, you can easily model current end user workflows while still injecting PROS- recommended best practices without building an entirely

customized solution. All from within the user interface, a business process expert can easily define account structures and role-specific workflows, seamlessly introducing best practices to your sales team.

Want to know more?  
Contact PROS today.