



PROS TOP BIG DATA SCIENCE PATENTS

GENERATE UP-SELL AND CROSS-SELL RECOMMENDATIONS BASED ON HISTORICAL BUYING PATTERNS – NOT BUSINESS RULES

Finding new business – even in your existing customer base – is a time-consuming, manual challenge, especially for manufacturers and distributors dealing with multiple channels, thousands of customers and millions of products.

Unlike other companies who provide simple lookup tables and rules – where a product manager decides what should be sold together or what product lines should replace another – our approach is different: It produces accurate results based on data science research. Our unique and powerful algorithm generates up-sell and cross-sell recommendations based on actual buying patterns and compares that to the transactions of other like companies in the same segment. PROS approach

results in products that are actually proven to be bought either in tandem with or in place of other products by that specific account. That means there is a greater likelihood that the products you are recommending will be bought, resulting in bigger and potentially more profitable deal sizes.

USE WIN-RATE ELASTICITY TO GENERATE PRICING RECOMMENDATIONS



What's the right price for a product?

Price too high and the deal will likely be lost. Price too low and the deal may be won but at what cost? How much money was left on the table? Our unique, patent-pending scientific approach is to determine the win-

rate elasticity of each deal based on the characteristics of your customer, product and transactional situation. PROS products apply this statistical approach to determine the precise price that maximizes your expected revenue or margin for each deal by balancing the probability of winning the deal with the price of the deal.