

The
PROS.Platform™ FOR SELLING
TEAMS

The unified SaaS platform driving **sales acceleration and intelligence**



What's inside?

1. INTRODUCTION
2. THE EVOLVING BUYER
3. TAKING ACTION
4. GET TO KNOW THE PROS PLATFORM
5. TRANSFORMATIVE RESULTS
6. NEXT STEPS



A digital world is an informed world — leaving decision-makers with more knowledge and control than ever before.

Sales organizations can no longer function as gatekeepers of the information buyers need to make purchasing decisions. The evolving digital landscape presents new complexities that sellers must adapt to in order to deliver the customer experience buyers not only want but now demand.

B2B selling has changed forever.

A prospective buyer no longer relies on the first call with a salesperson to understand their options when it comes to solving a business challenge and the costs and terms associated with it.

With increased information access and price transparency, buyers aren't just showing up with stronger expectations for consistent pricing, but also demanding the superior experiences that mirror the simplicity of shopping in their B2C worlds.



What makes B2B selling more complex?

Informed Buyers

More Influencers

Price Transparency

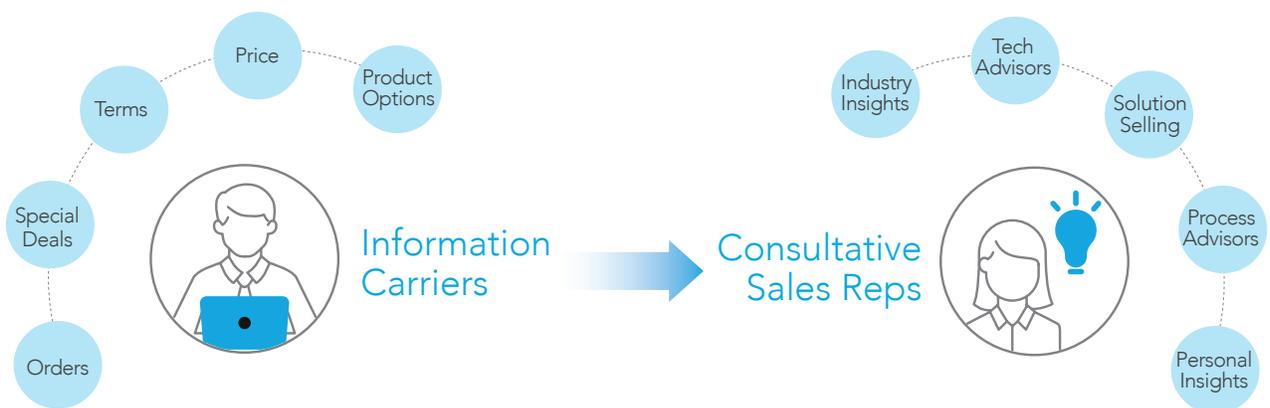
Complex Product Offerings

Desire for Seller-Free Experiences

Buyers increasingly want seller-free experiences — forcing sales teams to rethink the role they play in the purchasing journey.

With buyers having access to the information they would traditionally engage with a sales rep for, salespeople must evolve to understand the needs of the customer and add value that's going to more seamlessly move them through the buying process. Thus, creating an experience that feels meaningful, personalized, and always relevant.

The expectation of sales reps is evolving



The best price piques interest. **The best experience gets picked.**

Experience wins. And though it's a commodity in our daily lives, businesses are in search of more than just the lowest cost. Buyers want vendors who understand their company and products and can ultimately help them work better, faster, and seamlessly across channels.

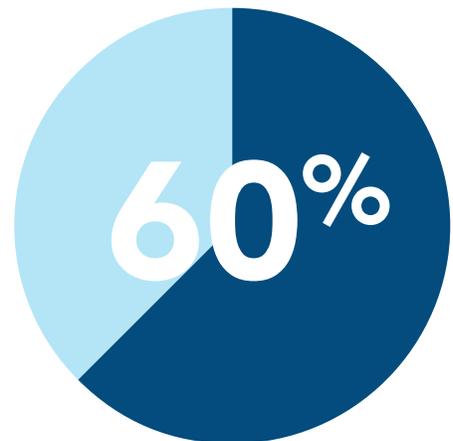
This puts pressure on sales leaders to have systems in place for sales reps to optimize every interaction from the moment of engagement. From speed and responsiveness to a harmonized omnichannel experience, sellers have to do more than offer less to meet the demands of digital buyers.

B2B organizations can no longer rely solely on the salesperson or client relationship to drive growth in the new digital economy.

For businesses to sustain a competitive edge, they must accelerate digital transformation by standing up new digital channels while harmonizing sales between these digital channels and their existing sales channels.

SOURCE:
The Future of Sales in 2025:
A Gartner Trend Insight Report

By 2025, 60% of B2B sales organizations will transition from experience- and intuition-based selling to data-driven selling, merging their sales process, applications, data, and analytics into a single operational practice.



What Can Businesses Do?

As companies look into adding differentiated value, leaders must acknowledge that sales reps' understanding of customer needs can no longer be left up to experience or intuition alone.

Increasingly, sales leaders are asking how they can:

Provide sales with technology to drive valuable customer engagements?

Help sellers respond to customers with speed and precision?

Create processes to drive adoption?

Optimize their selling motions?



Sales Leaders

must equip sellers to meet the demands of today's buyers:

Deliver valuable insights for complex sales scenarios

Invest in digital tools that augment sales intelligence, and drive acceleration into sales cycles

Implement data-driven, decision-making processes in the sales cycle

Deploy integrated selling motions that bring together digital and traditional sales

What does the PROS Platform do for Sales Teams

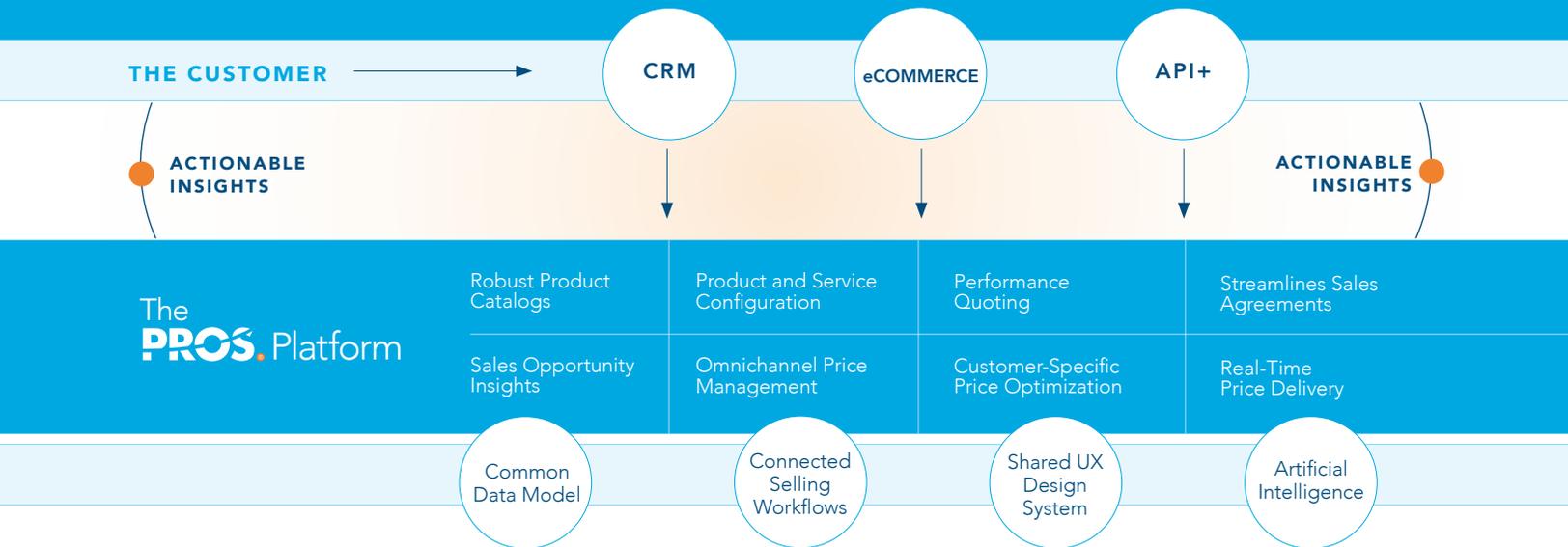
Delivers an intelligent and integrated solution that accelerates the quote-to-cash process and increases sales responsiveness to quote requests, while delivering AI-based insights that guides sellers to personalized offers for every sales engagement.

The
PROS.Platform™
FOR SELLING
TEAMS

PROS is ready to support your business in the transition to omnichannel, digital selling with the PROS Platform.

The platform offers a set of interconnected capabilities and insights – regardless of industry – that help accelerate revenue growth, drive channel harmonization, provide pricing and quoting efficiencies, and much more!

How It Works:



Customers who leverage the PROS Platform will be better positioned to compete in this new digital paradigm where exceptional customer experience is paramount.

Offers Powerful Business AI and Machine Learning

Integrate processes with decades of proven, trusted AI and machine learning innovation to transform how enterprises harness data insights to effectively sell and accelerate revenue.

Facilitates Real-Time Price Delivery

High-performance price engine that enables dynamic price changes delivered to every sales channel.

Accelerates Quote Delivery

High-performance quoting engine that supports the creation and management of large-scale RFPs, bids, and contracts for sales teams.

Integrates with Backend Systems

Integration into existing commerce ecosystems (CRMs, ERPs, commerce platforms).

The
PROS.Platform™

Empowering Sales Teams

- ✓ Respond quickly to quote requests
- ✓ Increase customer spend
- ✓ Eliminate quoting errors
- ✓ Deliver personalized product and pricing offers
- ✓ Collaborate with sales or pricing teams on quotes and contracts

No matter how a company decides to go to market, salespeople will have the insights and tools to facilitate sales engagements. And thanks to a platform powered by AI, sellers can deliver the level of personalization and speed that gives them the competitive edge.



Selling Teams

Do you
experience
these common
digital selling
challenges?



CHALLENGE

“Salespeople can’t respond quickly enough to quote requests or RFPs.”

CHALLENGE

“Sales teams spend more time on administrative tasks and not enough time actively selling.”

CHALLENGE

“Quoting errors are causing us to lose business and credibility with customers.”

CHALLENGE

“Struggling to increase wallet share for current customers while reducing churn.”

With the PROS Platform, you can drive sales acceleration by equipping your reps with tools that improve responsiveness and productivity. Combined, the two can greatly impact the overall customer experience.

How the PROS Platform solves Sales Teams' most common challenges

The PROS Platform enables businesses to revolutionize their sales process to drive increased sales and customer expansion by streamlining quoting functions.

CHALLENGE

Salespeople can't respond quickly enough to quote requests or RFPs.

SOLUTION

The PROS Platform equips sales teams with tools to quickly find, configure, and quote the right products for customers with speed and precision — including the ability to create and/or import large quotes and RFPs with up to 100K line items with no performance degradation.

CHALLENGE

Sales teams spend more time on administrative tasks and not enough time actively selling.

SOLUTION

By automating the approval process and the generation of proposal documents, salespeople can instead use their time to leverage a powerful science engine to identify opportunities and qualified leads in the existing account base.

CHALLENGE

Quoting errors are causing us to lose business and credibility with customers.

SOLUTION

Product configurations, especially for complex products, can be difficult even for a seasoned salesperson. The PROS Platform delivers a smart configurator that can easily identify compatible products and automatically remove incompatible ones to eliminate the possibility of an inaccurate configuration.

CHALLENGE

Struggling to increase wallet share for current customers while reducing churn.

SOLUTION

With the PROS Platform, sales teams can gain insight into the products existing customers would be interested in purchasing. Thus, developing an effective cross-sell process to help sales identify additional revenue-driving opportunities while staying ahead of customer needs.

The
PROS.Platform™

Transformative Results for Selling Teams

Businesses and their sales organizations are gaining:

60%

Faster quote turnaround time

through touchless, automated quotes, significantly increasing productivity

70%

Of orders automatically processed

resulting in substantial gains in sales process and productivity

30%

More quotes generated

driving higher sales activity



Let's connect.



Find out how the PROS Platform can help your organization realize omnichannel selling in the digital economy.

LEARN MORE

pros.com/platform



PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions. To learn more, visit pros.com.

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