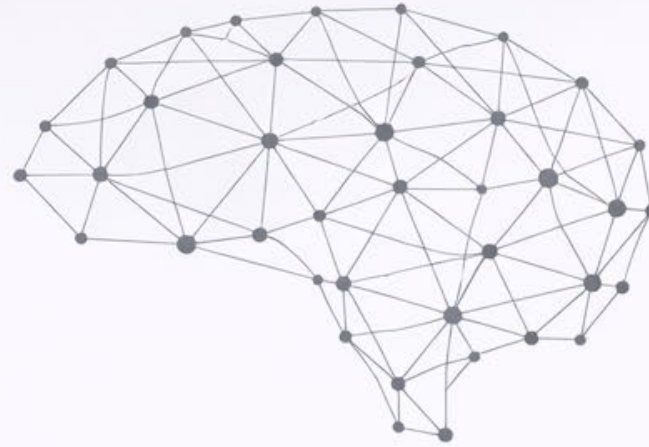
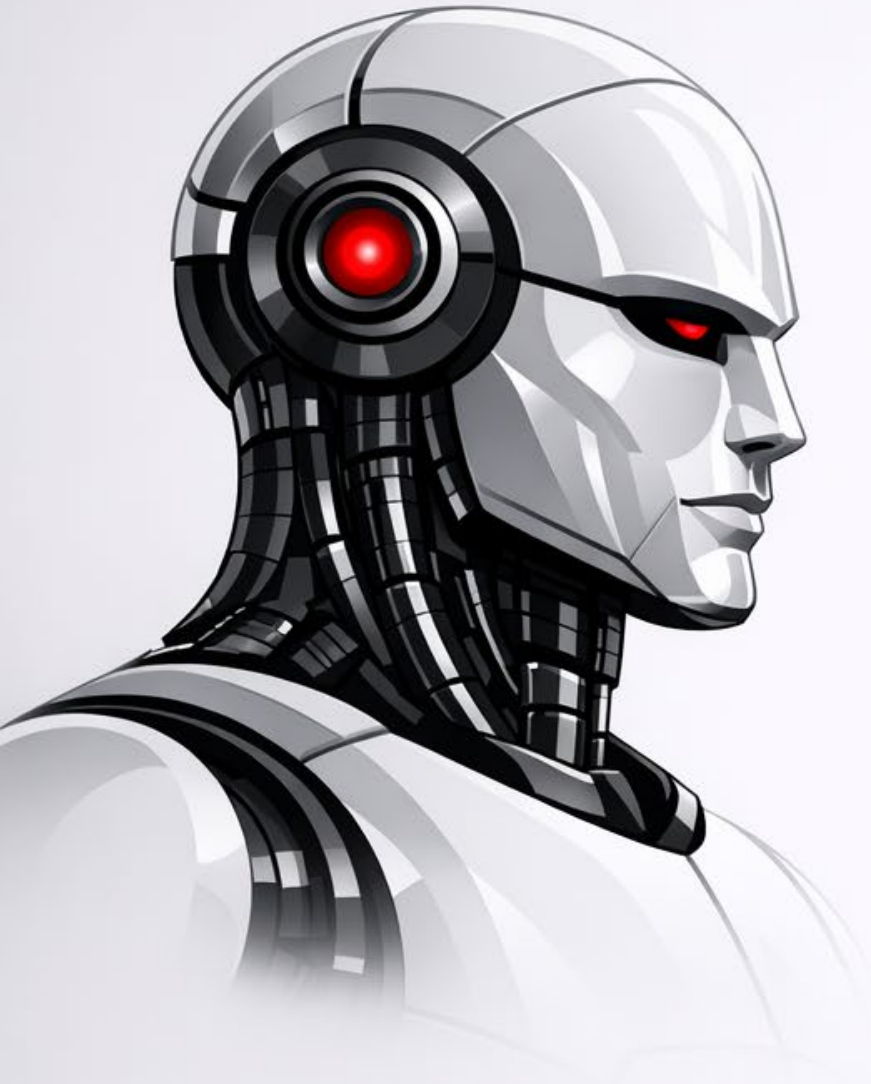






Operationalizing AI for sales excellence



Neeraj Singh



Agenda

1. Why Sales Pricing Needs AI
2. From Data to Decisions
3. AI Price Agent
4. Inside the AI Pricing Model
5. Business Impact
6. Q&A



More than 60% of companies admit they're not confident
in their pricing strategy

60%

of deals lost to
competitive pricing

10x

more data sources
than reps can process

75%

of pricing is set
without analytics

30%

revenue left on the
table annually

And It's Costing Them Revenue: Root Causes



Data Silos

*Historical transaction data might live in an **ERP (like SAP)**, while **relationship history** is in a **CRM (like Salesforce)**, and **market trends** are in external databases.*



"Value Gap" in Pricing

- **Overpricing** : price based on internal margin requirements rather than market reality.
- **Underpricing**: Winning the deal but leaving significant revenue on the table.



Response time

- *Missing real-time, data-driven insights, and*
- *slow response to market changes and competitor moves*

Your organization generates sales data every day—but do you know how much you already have?



Turning Data into Competitive Advantage

ERP
(Sales History)

11,250,048

16/sec

CRM
(Sales Opportunities)

1,875,009

2.6/sec

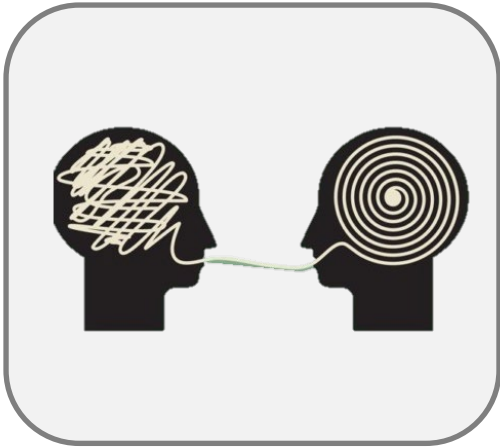
Market & Industry
Insights

150,000,624

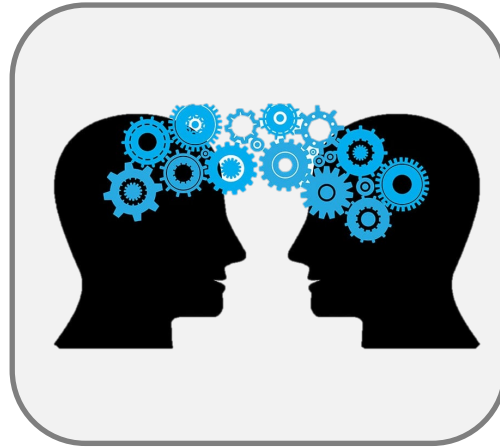
208/sec



Imagine if AI can help you to...



Talk to your sales
transactions



Learn from every win
& losses



Understand the market
dynamics



Keep you ahead of
your competitors

To uncover the winning pricing strategy

That's AI Price agent



Unifies fragmented
data sources



Instantly analyzes
millions of data
points with seconds

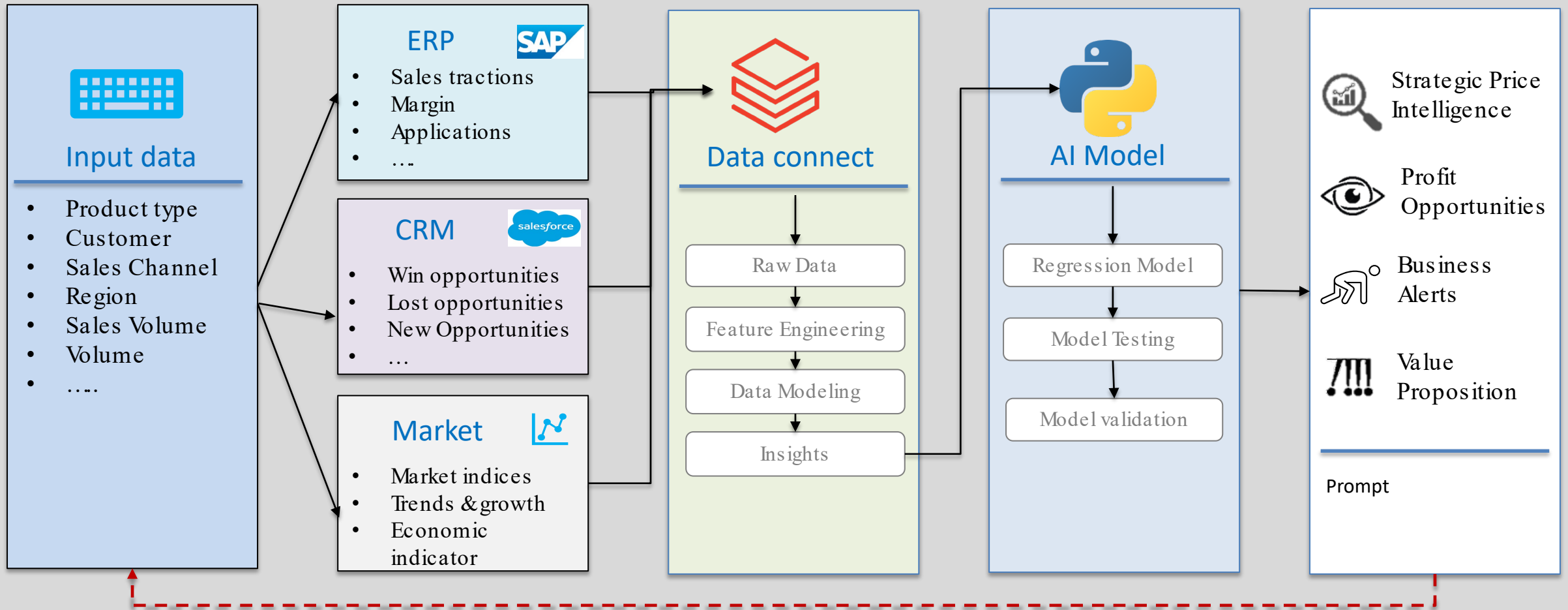


Captures intelligence
from every sales
transaction



Decision intelligence,
unlock cognitive
burdening

AI Pricing Model Architecture



Driving Winning Sales Strategies



Profitability

>1% margin increase



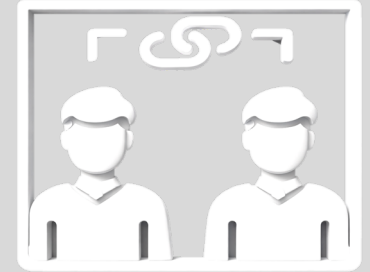
Revenue

2X win rate



Sales Productivity

30%+ increase in sales capacity



Skills & Dependency

No dependency on external sources

THANK YOU

