THE CASE FOR A FULLY INTEGRATED SALESFORCE + PRICING SYSTEM

Imagine a sales rep working inside Salesforce. They're building an opportunity, selecting products, and—without leaving the platform—they get guided pricing logic that suggests the right starting price. An embedded iframe displays advanced pricing analytics. Approvals are routed instantly. The rep isn't juggling tabs, second-guessing discounts, or emailing Pricing for a number. They're negotiating with confidence, in real time.

Why Now?

Margins are on the line.
Research shows that even a 1% price improvement can lift profits by up to 8%. When pricing is disconnected from the selling motion, companies routinely give away discounts that erode millions in margin.

Sales cycles are getting shorter.
Organizations that use CPQ software see a 28% reduction in the length of their sales cycles and 49% higher proposal volume per representative per month. But without integrated pricing intelligence, that efficiency only solves half the problem; you're still quoting the wrong number, just faster.

Data beats tribal knowledge.
Reps often rely on informal, conversational pricing. Integration replaces that with consistent, data-driven guidance that scales across the entire sales force.

Why Integrate?

Integrating Salesforce with pricing software directly targets some of the most important analytics that leadership look at when gauging the health of the company, including the following:

1. Higher Average Selling Price
Too often, salespeople rely on inherited pricing knowledge or outdated lists. Integrated pricing inside Salesforce changes that. Instead of guesswork, reps get guided pricing and negotiation support directly in their opportunity.

2. Higher Win Rates
Speed and accuracy win deals. With guided pricing and quote generation inside Salesforce, reps can deliver first, clean, and professional proposals without rework.

3. Sales Rep Efficiency
Estimates suggest that representatives currently spend only 35% of their time selling, with the majority of their time taken up by administrative tasks, many of which could be automated with a well-implemented and integrated Salesforce and pricing system.

Why Canidium?

To our knowledge, no other implementation partner possesses the same breadth of Salesforce and pricing expertise as Canidium across the revenue and sales performance management (SPM) spectrum. That positions us to help organizations "own" this intersection before competitors even have a chance to step in.

What makes Canidium unique isn't just our Salesforce practice or our pricing practice—it's how we bring them together. We've implemented Salesforce Revenue Cloud and Pricefx side-by-side for some of the world's leading brands. We know the buyer personas, we know the cross-marketing opportunities, and we know how to unlock ROI from both directions.

Our approach is pragmatic:

Start with **high-value use cases** like quoting and guided pricing.

Embed **analytics and negotiation guidance** where reps already work.

Expand into **optimization, rebates, and advanced revenue capabilities** once the foundation is in place.