

---

## Challenge 3: Price Your Product

### Scenario

Marketing has been hard at work, coming up with pricing strategies for the new Cloud Collaboration Suite product. One of the business objectives of the bundle is to increase recurring revenue, and therefore, many of the products have a recurring monthly price. The Marketing Manager made some notes of their requirements in their last meeting and has handed them to you for implementation.

### Goals

- Implement pricing from a marketing scenario
- Correctly identify and implement appropriate applications of base price charges, adjustments, and overrides
- Determine appropriate use of different price lists, time plans, and time policies
- Create a working volume-based pricing solution using attribute-based pricing

### Tasks

1. Review pricing requirements
  2. Build pricing for new products
  3. Test the new products and pricing in the Cart
-

## Task 1: Review Pricing Requirements



Cloud Collaboration Suite	Rolled up Pricing
Black Ops	\$5 recurring monthly per user
Cloud Email Service	No charge
Cloud Virtual Assistant Offer	\$100 one time price until Jan 1, then \$90
Google Home	\$129 one time price \$10 - 3 year protection plan (business) \$10.99 - 2 year protection plan (consumer)
Amazon Echo (4th Generation)	\$100 one time price \$4 - 3 year protection plan (business) \$3.99 - 2 year protection plan (consumer)
Cloud Support Plan	\$10 recurring monthly for 1 user \$5 recurring monthly per user for 5 users

### Advanced Pricing Requirements

Cloud Support Plan	\$40 recurring annually
Google Home + Amazon Echo	Do not allow manual price adjustments
Smart Cloud Storage	\$5 recurring monthly for 15 GB \$30 recurring monthly for 100 GB \$50 recurring monthly for 1 TB

## Task 2: Build Pricing for Your Products

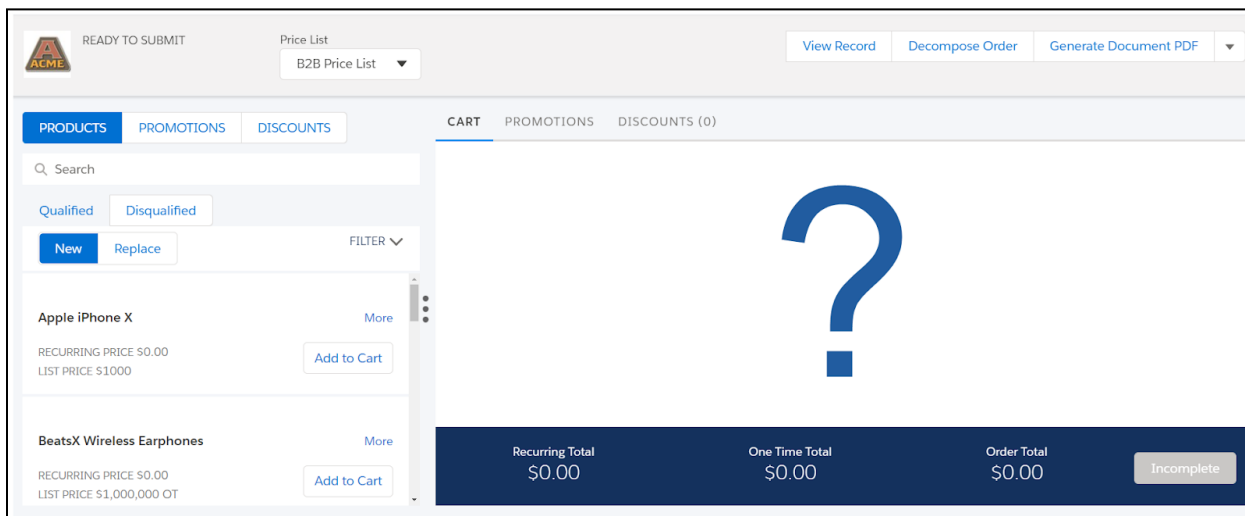
Now that you have reviewed your pricing requirements, and made a plan about how you are going to implement these requirements, it's time to build your pricing into your products.

You should approach this using the Pricing functionality in the Product Console.

Dashboard																																																		
<div>Product Management</div> <table><tr><td>Product</td><td>Q</td><td>+</td></tr><tr><td>Promotion</td><td>Q</td><td>+</td></tr><tr><td>Discount</td><td>Q</td><td>+</td></tr><tr><td>Offer Migration Plan</td><td>Q</td><td>+</td></tr></table>	Product	Q	+	Promotion	Q	+	Discount	Q	+	Offer Migration Plan	Q	+	<div>Pricing</div> <table><tr><td>Price List</td><td>Q</td><td>+</td></tr><tr><td>Pricing Plan</td><td>Q</td><td>+</td></tr><tr><td>Pricing Variable</td><td>Q</td><td>+</td></tr><tr><td>Time Plan</td><td>Q</td><td>+</td></tr><tr><td>Time Policy</td><td>Q</td><td>+</td></tr></table>	Price List	Q	+	Pricing Plan	Q	+	Pricing Variable	Q	+	Time Plan	Q	+	Time Policy	Q	+	<div>Rules</div> <table><tr><td>Function</td><td>Q</td><td>+</td></tr><tr><td>Context Action</td><td>Q</td><td>+</td></tr><tr><td>Context Dimension</td><td>Q</td><td>+</td></tr><tr><td>Context Scope</td><td>Q</td><td>+</td></tr><tr><td>Object Level Rule</td><td>Q</td><td>+</td></tr><tr><td>Rule</td><td>Q</td><td>+</td></tr><tr><td>Rule Set</td><td>Q</td><td>+</td></tr></table>	Function	Q	+	Context Action	Q	+	Context Dimension	Q	+	Context Scope	Q	+	Object Level Rule	Q	+	Rule	Q	+	Rule Set	Q	+
Product	Q	+																																																
Promotion	Q	+																																																
Discount	Q	+																																																
Offer Migration Plan	Q	+																																																
Price List	Q	+																																																
Pricing Plan	Q	+																																																
Pricing Variable	Q	+																																																
Time Plan	Q	+																																																
Time Policy	Q	+																																																
Function	Q	+																																																
Context Action	Q	+																																																
Context Dimension	Q	+																																																
Context Scope	Q	+																																																
Object Level Rule	Q	+																																																
Rule	Q	+																																																
Rule Set	Q	+																																																
<div>Foundation</div> <table><tr><td>Attribute</td><td>Q</td><td>+</td></tr><tr><td>Picklist</td><td>Q</td><td>+</td></tr></table>	Attribute	Q	+	Picklist	Q	+	<div>Metadata</div> <table><tr><td>Object</td><td>Q</td><td></td></tr><tr><td>String Translations</td><td>Q</td><td></td></tr></table>	Object	Q		String Translations	Q		<div>Layout Management</div> <table><tr><td>Facet</td><td>Q</td><td>+</td></tr><tr><td>Section</td><td>Q</td><td>+</td></tr></table>	Facet	Q	+	Section	Q	+																														
Attribute	Q	+																																																
Picklist	Q	+																																																
Object	Q																																																	
String Translations	Q																																																	
Facet	Q	+																																																
Section	Q	+																																																

## Task 3: Test Your New Products and Pricing in the Cart

Once you are done, test your new products and pricing by creating an order in the Cart. Remember to design and use a testing plan to make sure you don't miss anything!



The screenshot displays the Salesforce CPQ Cart interface. At the top, a header bar includes the 'ACME' logo, a 'READY TO SUBMIT' status, a 'Price List' dropdown set to 'B2B Price List', and buttons for 'View Record', 'Decompose Order', and 'Generate Document PDF'. Below the header, a navigation bar shows 'PRODUCTS', 'PROMOTIONS', and 'DISCOUNTS (0)'. The 'PRODUCTS' tab is active, showing a search bar, 'Qualified' and 'Disqualified' filters, and 'New' and 'Replace' buttons. A list of products is visible, including 'Apple iPhone X' and 'BeatsX Wireless Earphones', each with 'RECURRING PRICE \$0.00', 'LIST PRICE \$1000' and 'LIST PRICE \$1,000,000 OT' respectively, and an 'Add to Cart' button. The right side of the interface is dominated by a large blue question mark, indicating an empty cart. At the bottom, a dark blue summary bar shows 'Recurring Total \$0.00', 'One Time Total \$0.00', and 'Order Total \$0.00', along with an 'Incomplete' button.

## Task 4: Score Your Pricing Solution

Required	
<i>Feature / Functionality</i>	<i>Points</i>
<input type="checkbox"/> Create a price list entry for a product	1
<input type="checkbox"/> Set a base price for a product	1
<input type="checkbox"/> Price a product bundle using only rolled-up pricing	1
<input type="checkbox"/> Create a pricing element	1
<input type="checkbox"/> Create an automatic price reduction schedule	2
<input type="checkbox"/> Create a pricing override	2
Total	
Nice to Have	
<input type="checkbox"/> Create a child price list	5
<input type="checkbox"/> Create a pricing variable	10
<input type="checkbox"/> Create attribute-based pricing	5
Total	
Pricing Solution Score	