Product Pricing Methods

Apply various discounts or markups to customize pricing on your products.

* [**Product Pricing Overview**](https://help.salesforce.com/articleView?id=cpq_product_pricing_overview.htm&type=5)  
  Salesforce CPQ provides several types of pricing discounts that sales reps can apply to their quote lines. Learn how and when the discounts are applied.
* [**Block Pricing**](https://help.salesforce.com/articleView?id=cpq_block_pricing.htm&type=5)  
  You can price a product based on several different quantity ranges, called block prices. When a sales rep adds that product to a quote, Salesforce CPQ checks where it falls in the quantity ranges and prices the quote line accordingly.
* [**Cost-and-Markup Pricing**](https://help.salesforce.com/articleView?id=cpq_cost_markup_pricing.htm&type=5)  
  Set a price based on its cost plus a markup amount, rather than list price and discount.
* [**Batch Pricing**](https://help.salesforce.com/articleView?id=cpq_batch_pricing.htm&type=5)  
  Price component and accessory bundle product options by static amounts based on quantity ranges.
* [**Contracted Pricing**](https://help.salesforce.com/articleView?id=cpq_contracted_prices_parent.htm&type=5)  
  When sales reps create a contract, they can use quote line prices from their original quote on future quotes within that contract’s account. This process, known as contracted pricing, is useful when your sales reps have negotiated a price for a product and want to continue using that price after making a contract. Salesforce CPQ uses the negotiated price on new quotes, renewal quotes, and amendment quotes.
* [**Guidelines for the Effective Quantity Field**](https://help.salesforce.com/articleView?id=cpq_effective_quantity.htm&type=5)  
  The quote line’s effective quantity field represents the actual quantity that Salesforce uses while calculating prices for that quote line. For some objects, such as amended quote lines and quote lines from slab-discounted or block-priced products, the effective quantity has a different value than the quantity.
* [**Allow Users to Define Custom Product Pricing**](https://help.salesforce.com/articleView?id=cpq_custom_pricing_task.htm&type=5)  
  Give your sales reps more control and flexibility around product prices. For each product record where you want to enable custom pricing, you can allow sales reps to either define their own price or select a pricing method. Then, reps can do things like set product prices outside of standard discount and markup fields.