## ## Introduction

This guide will teach you how to set different prices for the same product based on different users.

<div class="note">In B2B commerce, it is common that the same product is sold to different customers at different price points. This is often referred to as multi-channel commerce. There are many different reasons a seller may want to vary the price of a product (location, volume, relationship, contractual agreement, etc.).</div>

As an example, you may have two regions that buy the same product from you. The East region is a high volume purchaser and gets a lower price of $25/each for a product. The West region is

a low volume purchaser and has an agreed price of $30/each for the same product.

## Prerequisites

* [Create a Buyer Organization](https://documentation.ordercloud.io/guides/use-case-guides/buyer-and-seller-organization-management/create-a-buyer-organization)
* [Create and Assign Users and User Groups](https://documentation.ordercloud.io/use-case-guides/buyer-and-seller-organization-management/create-and-assign-users-and-user-groups)

## 1. Create User Groups

Start by creating a User Group called `eastregion`, then create another User Group called `westregion`:

<div class="api-reference">API Reference: [Create New User Group](https://documentation.ordercloud.io/api-reference#UserGroups\_Create)</div>

```

POST https://api.ordercloud.io/buyers/{buyerID}/usergroups HTTP/1.1  
Authentication: Bearer put\_access\_token\_here  
Content-Type: application/json

{

"ID": "eastregion",

"Name": "East Region",

"Description": "",

"xp": null

}  
```

```

POST https://api.ordercloud.io/buyers/{buyerID}/usergroups HTTP/1.1  
Authentication: Bearer put\_access\_token\_here  
Content-Type: application/json

{

"ID": "westregion",

"Name": "West Region",

"Description": "",

"xp": null

}  
```

## 2. Create a Product

Next create the product that will be sold in both the East and West regions:

<div class="api-reference">API Reference: [Create New Product](https://documentation.ordercloud.io/api-reference#Products\_Create)</div>

```

POST https://api.ordercloud.io/products HTTP/1.1  
Authentication: Bearer put\_access\_token\_here  
Content-Type: application/json

{

"ID": "exampleproduct",

"Name": "Example Product",

"Description": "",

"QuantityMultiplier": 1,

"Active": true,

}

```

## ## 3. Create Two Price Schedules

Once the product is created, we can create our Price Schedules with price points of $25 and $30:

<div class="api-reference">API Reference: [Create New Price Schedule](https://documentation.ordercloud.io/api-reference#PriceSchedules\_Create)</div>

```

POST https://api.ordercloud.io/priceschedules HTTP/1.1

Authentication: Bearer put\_access\_token\_here

Content-Type: application/json

{

"ID": "PS-25",

"Name": "Price Schedule $25",

"PriceBreaks": [

{

"Quantity": 1,

"Price": 25.0

}

]

}

```

```

POST https://api.ordercloud.io/priceschedules HTTP/1.1

Authentication: Bearer put\_access\_token\_here

Content-Type: application/json

{

"ID": "PS-30",

"Name": "Price Schedule $30",

"PriceBreaks": [

{

"Quantity": 1,

"Price": 30.0

}

]

}

```

## 4. Make the Assignments

We can now assign the product to the corresponding Price Schedules based on the proper user groups. Start by assigning the product to the $25 Price Schedule and the `eastregion` user group. Then assign the same product to the $30 Price Schedule and the `westregion` user group:

<div class="api-reference">API Reference: [Save Assignment](https://documentation.ordercloud.io/api-reference#Products\_SaveAssignment)</div>

```

POST [https://api.ordercloud.io/v1/](https://api.ordercloud.io/v1/buyers/%7BbuyerID%7D/orders)products/assignments HTTP/1.1  
Authentication: Bearer put\_access\_token\_here  
Content-Type: application/json

{

"ProductID": "exampleproduct",

"PriceScheduleID": "ps-25",

"BuyerID": "test",

"UserGroupID": "eastregion"

}

```

```

POST [https://api.ordercloud.io/v1/](https://api.ordercloud.io/v1/buyers/%7BbuyerID%7D/orders)products/assignments HTTP/1.1  
Authentication: Bearer put\_access\_token\_here  
Content-Type: application/json

{

"ProductID": "exampleproduct",

"PriceScheduleID": "ps-30",

"BuyerID": "test",

"UserGroupID": "westregion"

}

```

## What Ifs

<strong>What if I need more than two prices?</strong><br/>A product can have an unlimited number Price Schedules assigned to it.

<strong>What if I need different prices for each buyer organization?</strong><br/>Price Schedules can be assigned at the buyer, or user group level, so you can have different prices for any of those parties. You will just need to create multiple Price Schedules and assign them to each desired party. To learn more about assignments, check out the [Make Assignment](https://documentation.ordercloud.io/use-case-guides/product-catalog-management/make-an-assignment) guide.

## ## Conclusion

At this point, you should know how to set-up personalized pricing by associating one product with different prices for different users.