

Title

Streamlining Pricing Strategy in the Financial Sector Using Microsoft Dynamics CRM: A Workflow-Driven Approach

Abstract

Pricing in the financial industry requires accuracy, agility, and compliance. Manual pricing practices often lead to inconsistencies, delays, and missed opportunities. This article presents an automated, workflow-driven pricing strategy implemented within Microsoft Dynamics 365 CRM, using custom fields, Power Automate, and FX integrations. The result: improved proposal turnaround time, reduced human error, and enhanced visibility across global sales operations.

Introduction

Financial institutions today deal with dynamic pricing models driven by market rates, FX fluctuations, and compliance boundaries. Despite having CRM systems in place, many still rely on external tools for pricing management. This creates silos and inefficiencies. Dynamics 365 CRM, when leveraged properly, can become the central hub for real-time pricing logic embedded directly within the sales process.

Use Case Overview

The solution targets financial services providers managing cross-border or multi-currency deals with complex pricing approvals.

Key Challenges:

- Disconnected pricing tools (Excel/manual)
- Delays in approvals and pricing consistency
- No traceability for historical pricing decisions
- Manual errors in FX conversion and margin visibility

Goals:

- Automate pricing logic using Dynamics 365
- Integrate real-time FX conversion
- Create audit-ready logs of pricing approvals
- Enable pricing visibility from proposal to closure

Workflow Implementation in Dynamics CRM

1. Custom Fields Setup:

- Base TCV (Transaction Contract Value)
- Currency Selector (Dropdown)
- FX Rate (Pulled via API or manually updated daily)
- USD Equivalent (Auto-calculated)
- Pricing Approved By / Date

2. Power Automate Flow Logic:

- Trigger: When Opportunity moves to Proposal stage
- Action 1: Auto-calculate USD value based on selected currency
- Action 2: Route for pricing approval via Teams/Outlook if TCV > predefined threshold
- Action 3: Log approval in a custom "Proposal Pricing Log" subgrid

3. Audit & Governance:

- Approval status and timestamps recorded per opportunity
- Role-based field locking to ensure compliance
- Daily digest to pricing team summarizing pending approvals

Impact & Results

Metric | Before | After Implementation

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Proposal Turnaround Time | 2–3 days | < 1 day

Pricing Errors (manual) | 15–20% | < 2%

FX-related discrepancies | Frequent | Eliminated

Sales Team Dependency on Ops | High | Reduced by 50%

Audit Readiness | Manual traceability | Fully automated logs

Best Practices Learned

- Use calculated fields + Power Automate for no-code pricing logic
- Implement role-based field visibility for proposal-stage control
- Maintain a centralized FX conversion table (manually or API-driven)
- Leverage CRM dashboards to monitor pricing patterns across deals

Conclusion

Implementing pricing workflows within Dynamics CRM transforms sales operations in the financial sector. This approach delivers control, agility, and measurable results. With minimal custom development, organizations can eliminate reliance on offline pricing tools, improve governance, and accelerate deal closures.

Optional Enhancements (Future Scope)

- Integrate external FX APIs (e.g., Open Exchange Rates or XE)
- Add AI-driven margin recommendations
- Tie into revenue forecasting models