```sql
USE AdventureWorks2012;
GO

CREATE PROCEDURE Sales.MaxDiscountByCategory(@Categories NVARCHAR(255)) AS
    DECLARE @Query AS NVARCHAR(1024);
    SET @Query = '
        SELECT [Name],' + @Categories + '
        FROM (
            SELECT p.Name, so.Category, so.DiscountPct
            FROM Sales.SpecialOffer AS so
                INNER JOIN Sales.SpecialOfferProduct AS sop
                    ON sop.SpecialOfferID = so.SpecialOfferID
                INNER JOIN Production.Product AS p
                    ON p.ProductID = sop.ProductID) AS p
        PIVOT
        (
            MAX(DiscountPct)
            FOR p.Category IN (' + @Categories + ')
        ) AS pvt'
    EXECUTE sp_executesql @Query;
GO


EXECUTE [Sales].[MaxDiscountByCategory] '[Reseller],[No Discount],[Customer]';
```

89 %

Results | Messages

	Name	Reseller	No Discount	Customer
1	All-Purpose Bike Stand	NULL	0.00	NULL
2	AWC Logo Cap	0.10	0.00	NULL
3	Bike Wash - Dissolver	0.10	0.00	NULL
4	Cable Lock	0.02	0.00	NULL
5	Chain	0.02	0.00	NULL
6	Classic Vest, L	NULL	0.00	NULL
7	Classic Vest, M	0.05	0.00	NULL
8	Classic Vest, S	0.10	0.00	NULL
9	Fender Set - Mountain	NULL	0.00	NULL
10	Front Brakes	0.02	0.00	NULL
11	Front Derailleur	0.02	0.00	NULL
12	Full-Finger Gloves, L	0.15	0.00	NULL
13	Full-Finger Gloves, M	0.10	0.00	NULL

Query executed successfully.   DESKTOP-Q3NSEDU\SQLEXPRESS ...   DESKTOP-Q3NSEDU\dimak ...   AdventureWorks2012   00:00:00   295 rows