CREATING A PRICING TOOL FOR AGRICULTURAL COMPANIES USING SALESFORCE: A STRATEGIC FRAMEWORK

Deepika Bandella [1]

[1] Fairleigh Dickinson University, Teaneck, New Jersey, United States.

Abstract

Agricultural companies operate in an increasingly complex market environment characterized by volatile commodity prices, weather-dependent production cycles, and evolving customer demands. This research presents a comprehensive framework for implementing a Salesforce-based dynamic pricing tool designed specifically for agricultural enterprises. The proposed solution integrates real-time market data, weather patterns, and customer behavior analytics through Einstein AI capabilities to optimize pricing decisions. By leveraging advanced CRM functionality, predictive analytics, and automated validation processes, the system addresses critical challenges in agricultural pricing while improving operational efficiency and customer retention. The implementation framework outlined in this study provides a structured approach for agricultural businesses to transition from traditional fixed pricing models to dynamic, data-driven pricing strategies that enhance profitability and market responsiveness.

Author Keywords

Agricultural Pricing Systems, Salesforce CRM Implementation, Dynamic Price Optimization, Agricultural Data Analytics, Farm Technology Adoption.

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