



Pricing Rules

B2B Quote Documentation

Guide for Magento administrators, technical project owners, and implementation teams.

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Pricing Rules

Pricing rules turn a repeatable sales policy into automatic quote pricing. They work well for policies such as “give wholesale customers 8% off once the quote subtotal reaches 2,500.” They are less suitable for one-off commercial decisions, which an administrator can price directly on the quote.

What a rule can evaluate

The condition builder can use:

- quote totals, total quantity, and item count;
- customer and customer group;
- product attributes and product combinations.

Conditions can be grouped with **all** or **any** logic. Keep them narrow enough that a rule cannot accidentally affect every submitted quote.

Pricing actions

A matching rule can:

Action	Result
Percentage discount	Subtracts a percentage from the original item price.
Fixed discount	Subtracts a fixed amount.
Adjust to percentage	Sets the result to a percentage of the original price.
Adjust to fixed price	Sets the resulting item price to a fixed value.
Free shipping	Removes the quote shipping charge.

“Fixed discount” and “fixed price” are not the same. For a product priced at 100, a fixed discount of 10 results in 90; a fixed price of 10 results in 10.

Rule order and stacking

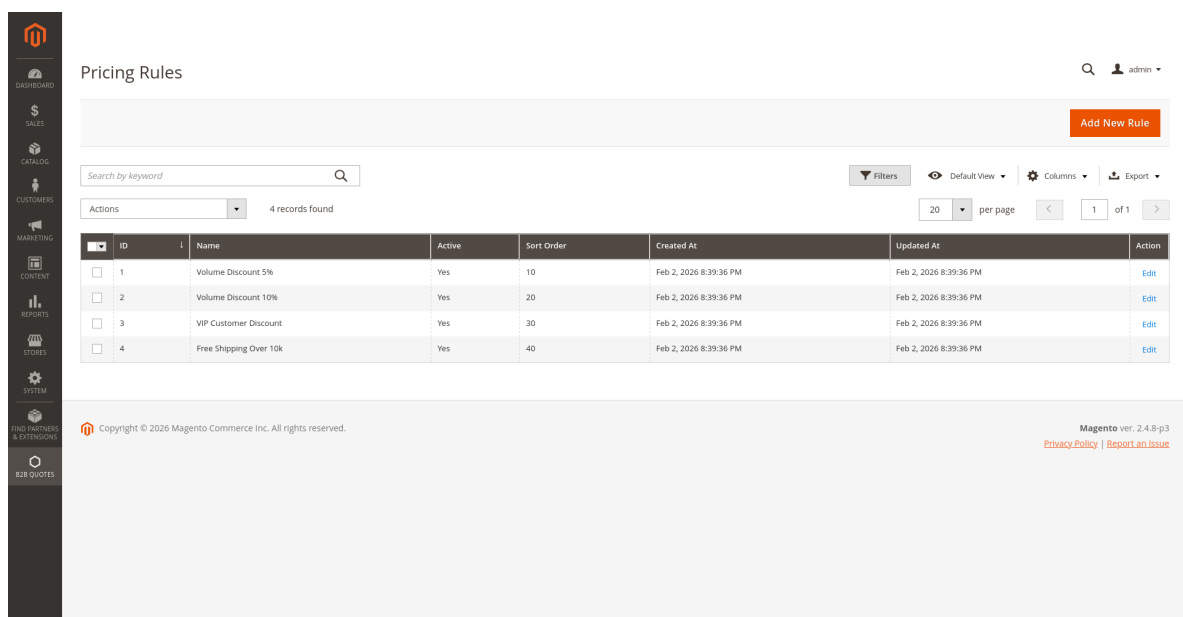
Lower sort-order values are evaluated first. The **Can Stack Rules** configuration decides whether several matching rules can contribute to the same quote.

- With stacking disabled, the first applicable rule wins.
- With stacking enabled, every intended combination needs testing; two sensible discounts can produce an unintended result when combined.

Set up a rule safely

1. Open **B2B Quotes > Pricing Rules**.
2. Create the rule but leave it inactive.
3. Give it a name that describes both the audience and the outcome.
4. Build the condition tree and select one pricing action.
5. Set the sort order with existing rules in mind.
6. Test a quote just below, exactly at, and just above each threshold.
7. Check item prices, discount, tax, shipping, and grand total.
8. Activate the rule only after the complete result is correct.

For field-by-field administration instructions, see [Manage Pricing Rules](#).



The screenshot displays the 'Pricing Rules' management interface in Magento. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, Find Partners & Extensions, and B2B Quotes. The main content area is titled 'Pricing Rules' and includes a search bar, a table of rules, and a sidebar with filters and pagination. The table lists 4 records, all active, with details on their names, sort orders, creation times, and update times. Each rule has an 'Edit' link in the 'Action' column.

ID	Name	Active	Sort Order	Created At	Updated At	Action
1	Volume Discount 5%	Yes	10	Feb 2, 2026 8:39:36 PM	Feb 2, 2026 8:39:36 PM	Edit
2	Volume Discount 10%	Yes	20	Feb 2, 2026 8:39:36 PM	Feb 2, 2026 8:39:36 PM	Edit
3	VIP Customer Discount	Yes	30	Feb 2, 2026 8:39:36 PM	Feb 2, 2026 8:39:36 PM	Edit
4	Free Shipping Over 10k	Yes	40	Feb 2, 2026 8:39:36 PM	Feb 2, 2026 8:39:36 PM	Edit

If a rule does not apply

Check that the rule is active, every required condition matches the quote, the customer is in the expected group, and the targeted product attributes have values. When stacking is disabled, also check whether a lower sort-order rule matched first. Recalculate the quote after changing relevant data.

Related

- [Quote totals and calculation](#)
- [Manage Pricing Rules](#)
- [Price Negotiation](#)
- [Workflow Rules](#)
- [Quote Management](#)