Supercharging Sales Productivity—How Modern CPQ Can Help

## Sell More, Sell Faster, Sell Anywhere

Low Productivity is Killing Your Sales

How much selling power are you really getting from your sales teams? You built these teams to establish relationships with customers and close deals, but studies have shown most sales reps spend only one-third of their time actually selling.[1]

Much of the remaining two-thirds is spent:

+ Chasing down answers from product experts

+ Seeking approval for discounts, non-standard terms, and unique product selections

+ Copying and pasting quote data into blank proposal document templates
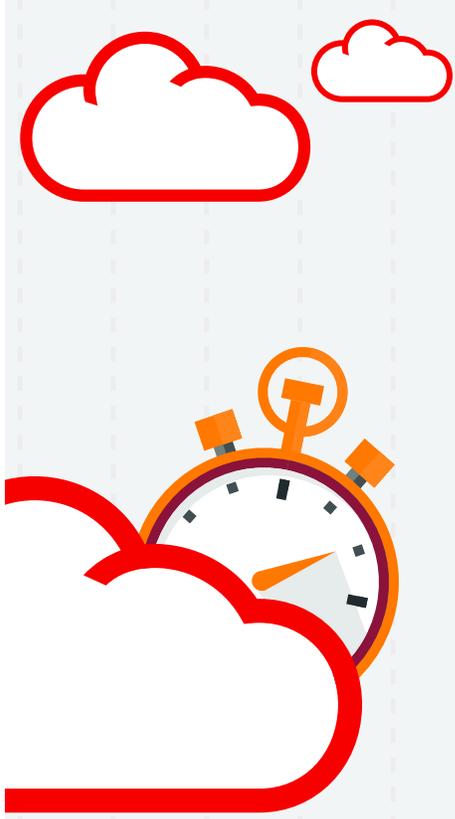
These mundane tasks don't just keep your sales reps from doing what they do best; they kill potential sales. It's estimated 50 percent of deals go to the vendor who responds first to a customer's request for a quote.[2]

This means your sales reps need to react instantly—providing accurate quotes at a moment's notice, seizing upsell opportunities and creating new ones.

How a Modern CPQ Solution Can Help

A modern CPQ solution can drive sales productivity in three essential ways. It can help your sales force:

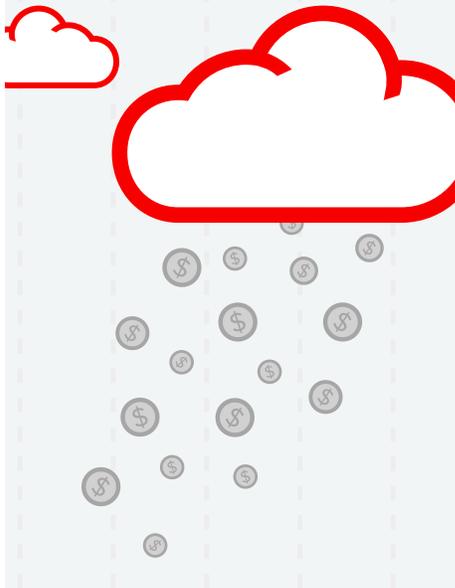+ Talk to more customers | Close more deals | Close better deals

Only a third
of a sales rep's time is spent selling[1]

50
percent of deals go to the vendor who responds first[2]

1 in 2
sales reps need to be re-trained or replaced[3]

Talk to More Customers

Modern CPQ delivers a host of features to reduce time spent on non-selling activities, freeing your reps to talk to more customers.

+ Advanced configuration logic to support complex products

+ A flexible interface to meet the demands of different pricing strategies

+ Automated approval workflows

+ One-click proposal-document generation

1. Accenture, Top-Five Focus Areas for Improving Sales Effectiveness Initiatives, 2013
   http://www.accenture.com/sitecollectiondocuments/pdf/accenture-top-five-improvements-sales-effectivness.pdf
2. InsideSales.com, 2014 Lead Response Report, http://www.insidesales.com/2014-lead-response-report
3. Bain, Future of B2B Sales

Close More Deals

Modern CPQ improves your close rate by:

+ Guiding reps through a best-practice sale every time, and helping ensure even new sales reps perform like old hands

+ Empowering reps to sell anytime, anywhere with the ability to generate a quote on their tablet, take an eSignature, and close same-day without ever leaving the customer

Close Better Deals

Modern CPQ automatically identifies targeted upsell and cross-sell opportunities, and helps reps boost productivity by maximizing the value of every deal.

A Modern CPQ Success Story

In a bid to improve sales productivity, a leading billon-dollar business services company revamped its quoting and ordering process with Oracle CPQ Cloud.

This gave the company the power to configure its products and services and provide an accurate quote on a mobile device, in real time, at the customer site. The solution reduced the time the company takes to book orders from around two weeks to just eight minutes.

More Real-World Benefits

Organizations adopting modern CPQ solutions are seeing a wealth of benefits, including:

+ **27 percent** shorter sales cycles[4]

+ **2x increase** in customer facing sales-time (after mobile implementation)[5]

+ **US$50 million increase** in pre-tax earnings (after implementing price discipline across sales teams)[6]

Ready to empower your sales teams, supercharge productivity, and close more deals? **Discover modern CPQ.**

4. Aberdeen Research, Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale, July 2013

5. Oracle CPQ Cloud customer result

6. Bain, Is Complexity Killing Your Sales Model?, January 2013