CPQ & Sales Cloud Made Simple

➜ 5 Signs You Need CPQ—and Need It Now

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Automating your sales processes can help you grow accounts, find new customers, and close deals faster. To do this, many companies are extending their Sales Cloud instance with Configure-Price-Quote (CPQ) solutions in order to streamline the sales process.

Improving the CPQ process through automation, consistency, and visibility takes the manual pain, and the resulting errors and delays, out of the sales process. When it's easy for sales teams to get the right information (like quotes and proposals) to the customer quickly, and for prospects and sales teams to collaborate on each step of the deal, there can only be positive outcomes.

Simply put: extending Sales Cloud with a CPQ solution helps sales reps configure, price, and quote quickly and correctly so they can sell more and sell faster.
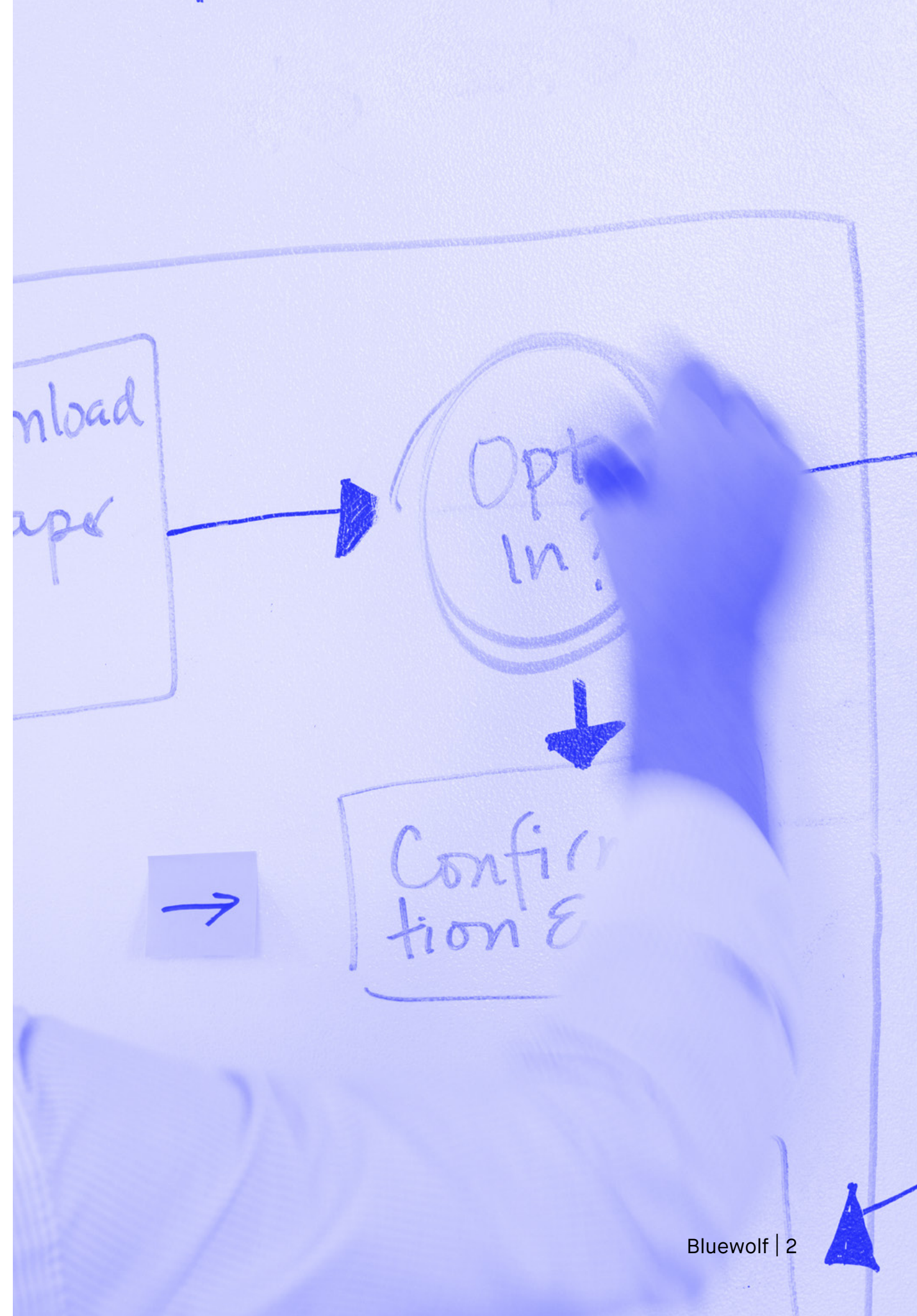
Here's How a CPQ Solution Can Help

It automatically narrows down the product selections so reps see only those that are most applicable to their customer.

CPQ then guides the rep through additional configurations or even suggests up-sells and add-ons like training sessions, extended service contracts, and complementary products.

It takes the guesswork out of pricing.

CPQ "knows" your standard pricing for all products and can even guide the rep to add required line items or offer package discounts. If a rep exceeds a discount threshold and approvals are needed, they're automatically routed. If a customer has pre-negotiated discounts, CPQ makes sure they are reflected in the quote.

It quickly generates customer-ready quotes and proposals.

Customizable templates let you define your look and feel ahead of time, ensuring that all proposals meet your standards. It takes the layout, formatting, and design time off of the sales reps' plates so they can focus on the deal, not document formatting. CPQ also ensures that all terms and conditions are included to match the offered items and even the customer's location. All of this can be done in minutes, which saves the sales rep time and energy while speeding up the sales process.

Streamlining sales cycles is top of mind for today's sales leaders. That's why the best companies are extending Sales Cloud with CPQ solutions to serve their end users and allow them to spend less time generating quotes and more time engaging with customers.

Are you ready for CPQ? Read on to find out. ➔
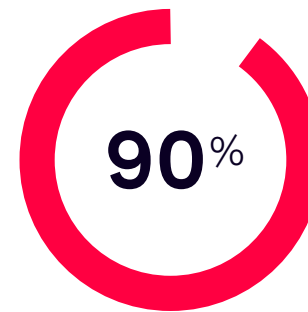
5 Signs You're Ready for CPQ

Generating sales quotes and contracts is often a cumbersome process, but a business necessity—yet most companies are underestimating the benefit of improving it. The best companies are making it easy for salespeople to generate quotes in real time by extending Sales Cloud with CPQ tools, which simplify and reduce cycle times to enhance both the employee and customer experience.

Is your organization ready for CPQ? Here are five signs it's time.

90% of companies cite improving the user experience of apps used by sales as important to their sales strategies in 2016*

1

You have someone who manually reviews all quotes.

Having a person look over sales quotes to ensure accuracy for product configuration may work in the short term, but it won't scale and adds unnecessary time to every deal. What happens when that person gets sick, goes on vacation, or is overloaded? Will approvals just stop? Sales doesn't work that way. Having a dedicated reviewer doesn't even solve the most common CPQ issue: human error. There's no need to take the risk, especially when CPQ solutions are readily available to automate the process and improve accuracy and speed.

2

You are sending inaccurate sales quotes to prospects.

Whether due to incorrect pricing or incorrect configuration, sending out inaccurate quotes to prospects and customers is unacceptable, not to mention risky and potentially costly. When starting a relationship with a new customer, mistakes can jeopardize revenue, customer satisfaction, and customer loyalty. Automation via CPQ solutions is the best way to eliminate errors and ensure the right prices, terms, and components make it into every quote.

3

**You are using Word or Excel to produce sales quotes.**

If you are using Word or Excel to configure products or create price quotes, it's time to move on. By using these tools to create quotes, you risk errors, waste time, and produce non-standard sales documents. They are also uncontrolled, leave your company's image to chance, and do little to reduce the chance of errors.

4

Your sales team spends a lot of time on the road.

Sales teams are increasingly mobile and tend to do a lot of work from hotels, airplanes, coffee shops, and wherever else they can find the time. They need the ability to generate accurate quotes and proposals anytime, anywhere, on any device. With a mobile CPQ app, sales teams can be more productive, more competitive, and close more deals from their phones and tablets.

*Bluewolf, *The State of Salesforce* Report. September 9, 2015.
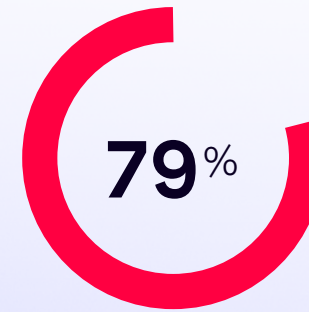
79% of companies cited enhancing reps' abilities to work on a mobile device as important to sales strategies in 2016*

5

Your business has plans to grow.

If your company is planning for growth, you need to close more deals and accelerate productivity—making you a prime candidate for CPQ. As your business grows, so will the number of sales quotes you generate and the regions in which you do business. An increase in quotes also means an increase in the time your team will spend generating those quotes. You can free up extra time for your sales team with a CPQ solution, which enables your reps to generate quotes quickly and accurately while automatically taking into account the tax, currency, and terms required for each new customer. With CPQ, you can do business smarter, better, and faster than ever before.

How POLITICO Automated its Quoting Process with SteelBrick and Sales Cloud

Client POLITICO   **Industry** Media

POLITICO is the online, mobile, and print destination dedicated to coverage and analysis of Congress, the White House, politics, and lobbying. The company had expanded its offerings from a single subscription service to 14 different subscriptions across policy verticals and topics—making price quote generation a complex task for sales reps. To improve speed and accuracy of quoting, Bluewolf integrated CPQ tool SteelBrick into POLITICO's current Sales Cloud instance, giving reps an accurate view of the sales pipeline and streamlining price quotes and order management.

Results

- POLITICO's average revenue contribution increased by 17% in the six months following the SteelBrick rollout.

- Consistent and accurate sales orders allow POLITICO's accounting team to close the books 25% faster every month.

- Sales Cloud and SteelBrick continue to make it easy to track the renewals time frame, sales goals, and projections so accuracy and customer satisfaction is better than ever.

➡ Ready for CPQ?

Connect with a CPQ expert today at
bluewolf.com/steelbrick

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Salesforce, the Customer Success Platform and world's #1 CRM, empowers companies to connect with their customers in a whole new way.