3 Ways to Drive Sales with CPQ
What’s Inside

Introduction
The modern selling environment: How to keep pace

The game changer
3 ways CPQ drives peak sales performance

Modern CPQ transformation
Take the next step to compete and win
The Sales Game is Changing. Here’s How to Keep Pace.

Be prepared: sell at the speed of now

This is the new sales imperative. Today’s empowered customers have access to virtually endless information, allowing them to quickly engage, everywhere, all the time. Customers are educating themselves throughout the buying process, wherever they find the highest-quality information and have the best browsing experience. By the time they engage with a sales rep, they’re 57% complete with their purchase decision.¹

On top of rising customer expectations, sales professionals face an increasingly complex and multi-layered quote-to-cash process. Different customer segments—large enterprises, government, small, and midsize companies—require different approaches to pricing, configuration, and quoting, as well as purchase order submission, visibility, and invoicing. Adding to the complexity, sales channels have multiplied to include ecommerce, mobile distributors, partners, resellers, and VARs with increasingly complex partner programs.²

How fast you respond to your customer’s needs can make or break every deal. Deliver a superior and consistent customer experience quickly, through all channels, and you gain loyal advocates. Make it a long, complicated, and disconnected process, and you lose business to your competitors.

Be equipped: Think beyond customer relationship management

To meet these new demands, many organizations have invested time and money in customer relationship management (CRM) solutions. CRM is great for tracking the activities that move an opportunity through the sales cycle and for managing customer relationships once a deal is closed. However, with 49 percent of CRM projects actually failing and less than 40 percent having full-scale end-user adoption, CRM often comes up short.³ Sales teams are faced with the same classic sales challenges: sales cycles remain long, win rates continue to drop, quotas are not being met, reps are spending less time in front of customers, and margins remain in a steady decline.

Top 4 concerns among sales leaders

1. Longer sales cycles
   Increased product and pricing complexity, gaps with front-office and back-office systems, and inexperienced reps extend the sales process.

2. Less rep selling time
   Need to configure and price products manually, approval bottlenecks, increased rep churn, sales data scattered across disconnected tools, and complex internal processes lead to dramatic declines in sales productivity.

3. Rising quote error rates
   Order re-entry and inconsistencies, lack of pricing and inventory information, and complex legacy software systems increase quote and order inaccuracies.

4. Eroding margins
   Inconsistencies in pricing, lack of discounting controls, increased deal complexities, multiple approvers, and dropping deal size/volume impact profit margins and bottom lines.

¹ CEB
² PwC
³ Forrester Research and CSO Insights
3 Ways CPQ Drives Peak Sales Performance

Modern sales organizations are designed to help reps support customers with ease as buying behaviors evolve. Modern Configure, Price, Quote (CPQ) solutions start where CRM ends—accelerating sales strategy where it makes the biggest impact. CPQ centralizes and automates product, pricing, discounting, contract renewals, and business rules, making data available in real-time so sales reps have everything at their fingertips to respond to customer needs, faster. Modern CPQ in the cloud enables you to:

**Perform better // Fuel profits // Regain control**

The impacts of a modern CPQ solution

- **10-15%** increase in total revenue.\(^4\)
- **20-35%** increase in cross-sell and upsell revenues.\(^4\)
- **30-60%** shorter sales cycle time.\(^4\)
- **20-40%** decrease in order processing cycle time.\(^4\)
- **2x** increase in customer facing selling time.\(^5\)
- **$50M** increase in pre-tax earnings with price-discipline across sales team.\(^6\)

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4. PwC  
5. Oracle CPQ Customer Results  
6. Bain, Is Complexity Killing Your Sales Model
3 – Perform Better

Work smarter, respond faster, and delight customers

To drive productivity in this new sales environment, leaders can build a powerhouse sales force to establish relationships with savvy buyers. The reality is, however, most sales reps only spend a third of their time actually selling.7 The remaining two-thirds of their time is spent on administrative tasks, searching for sales information in spreadsheets, and configuring and pricing products manually. If 50 percent of deals go to the vendor that responds first8, non-selling activities are costing sales organizations major business. To gain a competitive advantage, sales teams must be able to provide accurate quotes while on-the-go, seize up-sell potential, and create new opportunities.

With 86 percent of customers willing to pay more for a great experience, it’s also critical that sales teams deliver an authentic, emotional connection to customers.9 Historically, sales reps relied solely on relationship building and competitive offers. Today, the focus has shifted to helping customers fulfill their needs and solve problems. Sales leaders need to transform their reps into experienced ‘A’ players who can suggest the right products and offers automatically, without intensive training.

Put your team on the path to peak sales performance

One way forward thinking sales leaders are reducing friction in their workflow is by using CPQ technology to eliminate manual processes. By removing the need to manually update spreadsheets and disconnected CRM and ERP systems, sales reps can deliver accurate and customized quotes in minutes. Through guided selling, sales reps are also more empowered to quickly quote common product configurations with little-to-no help from product experts, further streamlining the sales process.

To maximize face-to-face selling time, the most modern CPQ solutions are offering advanced mobility, machine intelligence capabilities, and new adaptive intelligence applications, allowing reps to create the most precise and tailored proposals or offers to customers at the right time, on the right device, and through the right channel. This reduces the heavy lifting for reps, enabling them to focus on customer engagement and sales development.

The key to closing complex deals faster is being able to respond quickly, accurately, and supportively to advance the interest of your customer. With the right CPQ technology, you can provide the power your team needs to perform better.

<< View the leading trends that will influence CPQ growth in 2020 and beyond >>
Perform Better: The Modern Approach to Sales Productivity

4 Challenges

1. Decreased Rep Selling Time
2. Slow Sales Ramp and High Rep Turnover
3. Inconsistent Contracts and Redlining
4. Poor Customer Response Time

4 Approaches

1. Mobile Quote-to-Order
2. Faster Deal Collaboration + Guided Selling
3. Highly Customizable Contract Negotiation Solutions
4. 100% Quote and Order Accuracy
Empower teams across channels to close bigger deals with higher margins

Does the fear of not hitting your number keep you up at night? You’re not alone: 99 percent of CSOs report having higher revenue targets each year, but only 14 percent of them have confidence that they will achieve their revenue targets. Factors like disconnected channels, pricing and quoting errors, and rogue discounts are putting the sales practices of many organizations in jeopardy. To differentiate themselves and increase profitability, sales teams must find new ways to increase sales velocity, respond faster to customer needs, and exceed shareholder expectations.

Supercharge profitability with CPQ

Eliminate quoting errors

The quoting process for complex deals requires gathering data from multiple sources and channels, which increases the chance for errors. By eliminating pricing books and spreadsheets and automating this process with CPQ, modern sellers are making workflows systematic. They draw on the elements of approved proposals and pricing models to yield more accurate orders, drive higher win rates, and help reps hit their numbers.

Don’t leave value on the table

Sixty percent of customers who have committed to a sale make another last-minute purchase when offered. Next-generation sellers are taking advantage of this with CPQ and empowering their teams with real-time upsell and cross-sell capabilities. Making it easier for reps to make the right product or service recommendations, means closing bigger deals and increasing margins.

Control maverick discounting

Most businesses maintain multiple price lists depending on geography, volume pricing, or channel partner pricing, which complicates the pricing process with various discounting business rules. Top sales teams facilitate pricing controls with CPQ, saving them from either loss of revenue or a lost customer when price lists or discounts are incorrectly applied.

The pressure is on to move more deals through the pipeline faster. Having CPQ technology at the center of your sales process helps you drive productivity and fuel profits.

10. CSO Insights Sales Performance Optimization Study
11. Aberdeen
Fuel Profits: The Modern Approach to Sales

4 Challenges

1. Pricing and Discount Management
2. Error-Prone Sales Process
3. Shrinking Deal Size, Win Rates, + Margins
4. Reps Not Making Quota

4 Approaches

1. Highly Managed Pricing + Discounting; Exception Approvals
2. Correct First-Time Quotes + Faster Deal Collaboration
3. Guided Selling
4. Automated Workflows and Procedures
3 Regain Control

**Grow faster at scale by reducing friction and eliminating errors deals with higher margins**

With new customer expectations and higher quotas to meet, sales reps are feeling the pressure. They may pivot on price because of a competitive offer, or issue discounts that are based on gut feeling, a one-size-fits-all model, or outdated analysis.\(^{12}\) Add to this a new subscription or revenue model, partner trainings, and lack of visibility into transactions, and sales practices reach a new magnitude of complexity. This drains resources and puts organizations at risk.

Modern sellers are not leaving profitability and productivity to chance. As leaders in sales excellence, they are taking advantage of CPQ to control sales practices and behaviors.

**Take the guesswork out of selling**

Staying on top of regulations and their impact on product configurations can be an uphill battle. By ensuring that rules and procedures around product, pricing, discounts, and offers are followed, CPQ technology helps sales teams take a right-the-first-time approach. This means all channel users are aligned with both corporate and national regulations and exceptions to standards are governed and auditable. Having transparency not only gives sales leaders peace of mind, but reduces exposure to claims and financial penalties if something is disputed.

**Replicate the rainmakers**

With 50 percent of sales teams churning every two years, replicating top performers can be a tough action for operational teams when not provided with the right tools to objectively evaluate which winning behaviors are worth duplicating.\(^{13}\) By deploying a CPQ solution, Best-in-Class organizations are 90 percent more apt to be able to replicate “A Players” by documenting the details that have contributed to their success.\(^ {14}\) Having the conversations, proposals, and configured offerings from previous wins available to the entire team not only helps accelerate rep onboarding time, but it increases employee engagement and helps ensure reps follow procedures that align to corporate goals.

With increased demands and intensifying competitive factors, minimizing the impact of uncertainty and constant change is difficult. CPQ technology makes it easier for you drive the right sales behaviors, minimize risk, and regain control.

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12. McKinsey & Company
13. CBI
14. Aberdeen
3 Regain Control

Grow faster at scale by reducing friction
With new customer expectations and higher quotas to meet, sales reps are feeling the pressure. They may pivot on price because of a competitive offer, or issue discounts that are based on gut feeling, a one-size-fits-all model, or outdated analysis. Add to this a new subscription or revenue model, partner trainings, and lack of visibility into transactions, and sales practices reach a new magnitude of complexity. This drains resources and puts organizations at risk.

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Regain Control: The Modern Approach to Sales Compliance and Repeatability

4 Challenges

1. Multi-Channel Compliance
2. High-Churn in Sales Teams
3. Increased Regulations
4. Pricing and Quoting Errors

4 Approaches

1. “Right First Time” Quotes
2. Documented Standard Procedures + Best Practices
3. Automated Pricing and Discounting Governance
4. Guided Selling
The Winning Edge
10 Must-Have Elements of Every modern CPQ Solution...

Winning Edge: Putting the customer at the center of a modern CPQ solution, is what separates leaders from laggards.\(^{15}\)

1. Web and Lead Configuration
2. Simple Self Administration
3. Self-service, Commerce, and Partner Channel Capabilities
4. Built on One Platform
5. Rapid Global Deployment
6. Contracts and Subscription Ordering
7. Highly Customizable Contract Negotiation
8. Guided Selling Wizards
9. Proven Integration with CRM, SFA, and ERP Systems
10. Vertical-Specific Expertise and Templates

15. PwC
Take The Next Step to Compete and Win

Whether you sell through direct sales teams, channel partners, or online stores, it is evident that sales processes are becoming more complex as customers demand a greater, more personalized buying experience. A CRM system will help you stay in the game, but to compete and win, you need the added power of an advanced CPQ solution.

Oracle CPQ is the only end-to-end CPQ solution that empowers your team with new capabilities and sets them on a path to peak sales performance. With Oracle CPQ, you can generate 100 percent accurate orders in minutes, reduce sales cycles, increase rep selling time, and achieve higher margins—a streamlined process competitors fail to deliver. And, only Oracle CPQ seamlessly bridges the gap between your CRM and ERP systems, further increasing efficiencies, profit margins, and sales success.

Oracle CPQ

Your winning edge
oracle.com/winningedge

Learn how Oracle CPQ can elevate your sales game.

See
See how Oracle CPQ outperforms Sales Force Quote-to-Cash.

Chat
Chat with an Oracle CPQ sales representative now.

Request
Request a live Oracle CPQ demo

Enterprises using Oracle CPQ have realized the following results:

200% increase in adoption
100% order accuracy
40% reduction in time and cost to generate proposals
10,000 configuration rules reduce to fewer than 1,000
80% of pricing and promotions automated
15-18% increase in product penetration