**Consider the Lead-to-Cash Lifecycle**

Today, it's not just about marketing, or sales, or operations, or service. It's important to think of the entire process and how data is flowing (or not flowing) between activities.

Every customer touchpoint is your chance to show that you value your customers as people. Otherwise, you risk treating them like they're just another transaction. That can give you short-term gain, but in the long run, you miss out on loyalty, building a community of customer evangelists, and recurring business.

Consider this—in an era where people are more connected through smartphones, smart devices, and AI serving up personalized data, 83 percent of B2B buyers expect the companies they do business with to understand them and their needs. In other words, the market is demanding more personal engagements.

This challenge goes well beyond CPQ software and requires you to rethink your processes. But in the following units, you learn how, in the grand scheme of things, CPQ is critical in enabling a deeper customer experience across your business.

## Then Versus Now

With the lead-to-cash lifecycle, it’s important to differentiate between a point tool that just helps your sales team generate more quotes and a solution that enables stronger customer relationships overall.

With traditional CPQ, your reps can:

* Pull prices and products.
* Generate quotes.

... and that may be just about it.

What else should a modern CPQ solution do? And how does it plug into the bigger picture, connecting marketing and sales to operations and service?

With Salesforce, quote data resides on the opportunity, providing valuable tracking for campaign performance for marketing and accurate forecasting for sales. Through this market intelligence, your business can better understand what customers want and how you should speak to them.

Salesforce CPQ takes it further—by compiling quote and deal data in one place, it becomes easier to deliver on contracts, which affects how your company recognizes revenue (think making your finance team happy).

Quotes also contain critical info on what services you've sold. So, with this data residing on the Salesforce platform and naturally plugging into Service Cloud, your customer service team has an unfettered view into service level agreements (SLAs). They can see exactly what was sold, how much was sold, and when customers are due for renewals. This empowers them to better prioritize tasks and meet customer expectations (think making your service team happy).

So many happy teams working to make your customers happy!

## Product Rules

CPQ product rules help ensure sales reps are putting together the right products and bundles every single time. You don’t have to worry about checking whether products and options are compatible with one another, or whether a specific SKU is appropriate for your customer’s business size and use case. We do that busy work so you can move quickly to deliver on the high expectations your customers hold for their buying experience. Increasing accuracy and customer satisfaction at the same time? That's a win-win situation if we ever saw one.

Learning how different product rules function can help you understand how you can transform the way you go to market—everything from how you’re putting together SKUs or packaging products and prices to how your reps sell.

There are four kinds of product rules: validation rules, selection rules, filter rules, and alert rules.

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| **Validation Rules** | Validation rules confirm that a quote’s product combinations or quote line field values match predetermined conditions. |
| **Selection Rules** | Set up rules to automatically add, remove, hide, enable, or disable options in a bundle. |
| **Filter Rules** | Prefilter the products that are available to add to a bundle. |
| **Alert Rules** | Guide and inform through messages during configuration or pricing. |

You can combine these product rules to improve the selling experience while increasing quote accuracy.

## Price Rules

In addition to product rules, Salesforce CPQ price rules help control quoting and optimize sales. Price rules automate price calculations and update quote line fields. This feature is useful if your business contains products that change in response to the presence of other products on your quote.

Price rules inject a static value, field value, or summary variable into a quote or quote line field. You can also set up price rules to target either the configurator or the calculator on the quote line editor.  You can activate the price rules during quote creation by clicking **Save** or **Calculate**.

Price rules will also contain price conditions. For instance, if you wanted to sell 2 ink cartridges with each printer, a price rule can ensure that if you increase the quantity of printers to 3, it will also increase the quantity of ink cartridges to 6.

**If you are looking for more dynamic ways to handle things like subscriptions we got you!** With multi-dimensional quoting (MDQ), you can declaratively set up these line items with blocks of time (for example, days, months, years, and so on) with quantity and discounts separate from one another. You can control quantity and discounts over time without having to add new line items.

## Delivering Value to the Customer

Getting a quote to your customer in record time? Check! Ensuring you hit the right price? Check!

Speed and accuracy are essential in the sales cycle. Reps are more productive and customers appreciate the rapid service. But dig deeper. With dynamic product and pricing rules, what you're really able to deliver is accurate value.

Reps can become trusted advisors when they reflect the right market value of products and services, as well as the market value of working with a company whose people take the time to listen, respond thoughtfully, and recommend long-term solutions to critical problems. Combining the right tools with the right processes, you elevate the conversation from products and price to how your customers benefit in the long run when they do business with you