

C is for Configure

We are configuring all the time. We create custom playlists for our music and build our cars on dealer websites, identifying which features best fit our needs and budgets. We can even design our own personalized shoes online. In our consumer purchases, this desire to configure may be driven by *want*, but in our business purchases, configuration is often driven by *need*.

CPQ software enables B2B sellers to offer unique combinations of products and services tailored exactly to their buyers' needs. A good sales person guides customers to the best mix of products and services to solve their problems. Rarely does one size fit all.



P is for Price

How often do you sell at list price? Perhaps you offer special bundle or volume pricing; or maybe you allow extra discounts to sweeten the deal. Keeping track of current pricing and discounting can be a major headache. And, it can be disastrous to the bottom line when discounts are applied incorrectly or inconsistently.

CPQ helps manage pricing for all your products and services. Advanced pricing rules can be set to handle volume discounts, percent-of-total subscriptions, pre-negotiated contract pricing and channel and partner pricing. You can be sure that your pricing is accurate and optimized.

Q is for Quote

Once a sales rep provides a quote, their focus is usually on closing. They don't want to worry about losing a deal because of a pricing error or a poorly formatted quote document. When reps create their own quotes manually, they risk typos, mismatched fonts, etc., which can lead a prospect to think the rep is unprofessional, or worse, uncaring.

With CPQ, a sales rep quickly generates a quote, sends it via email, and can even include e-signature to close the deal in just a few clicks.

