# Order of execution

Note: VAAWAPER

## if triggers don’t exist

v - validation rules

a - assignment rules

a - auto response rules

w - workflows

p - process builders

e - escalation rules

r - roll-up summary fields

## if triggers exist

bt - before triggers

v - validation rules

at - after triggers

a - assingment rules

a - auto response rules

w - workflows

p - process builders

e - escalation rules

r - roll-up summary fields

## Before triggers

System Validation

After triggers

Custom Validation

# Sales Process

## Lead generation:

Leads are a potential customer (people or businesses) who can buy our products or services we are trying to sell.

## Prospecting & Qualification:

In this stage basically we filter the generated Leads, by categorizing interested and not interested customers based on their activities.

## Presentation & Proposals:

Once interested customers are identified, we present those customers about our products and services, customers are interested in.

We explain the benefits of the products and best services we can provide.

Then we Quote on Products and Services with all pricing and offers/Discounts.

## Negotiation:

At this stage potential leads negotiates with us on discounts and pricing.

## Close:

Here we close the proposals by satisfying their needs.

# CPQ (Configure Price Quote)

It helps sales representative sell more and sell fast by automating and managing the process of Quoting.

## Configuring:

Guiding sales reps to select best mix of products for each customer according to their need.

## Pricing:

Assigns the price of Products automatically and assures that the pricing and discount is accurate and optimized.

## Quoting:

Automatically creates a quote with all the existing information and email it to the customers.

|  |  |
| --- | --- |
| Before CPQ: | After CPQ |
| Inaccurate Pricing | Automated Pricing |
| Inaccurate Quotes | Accurate and Formatted Quotes |
| Waste of time and Money | Fast Selling and more money |
| Manual Approval Discounts | Automated Control over Discounts |