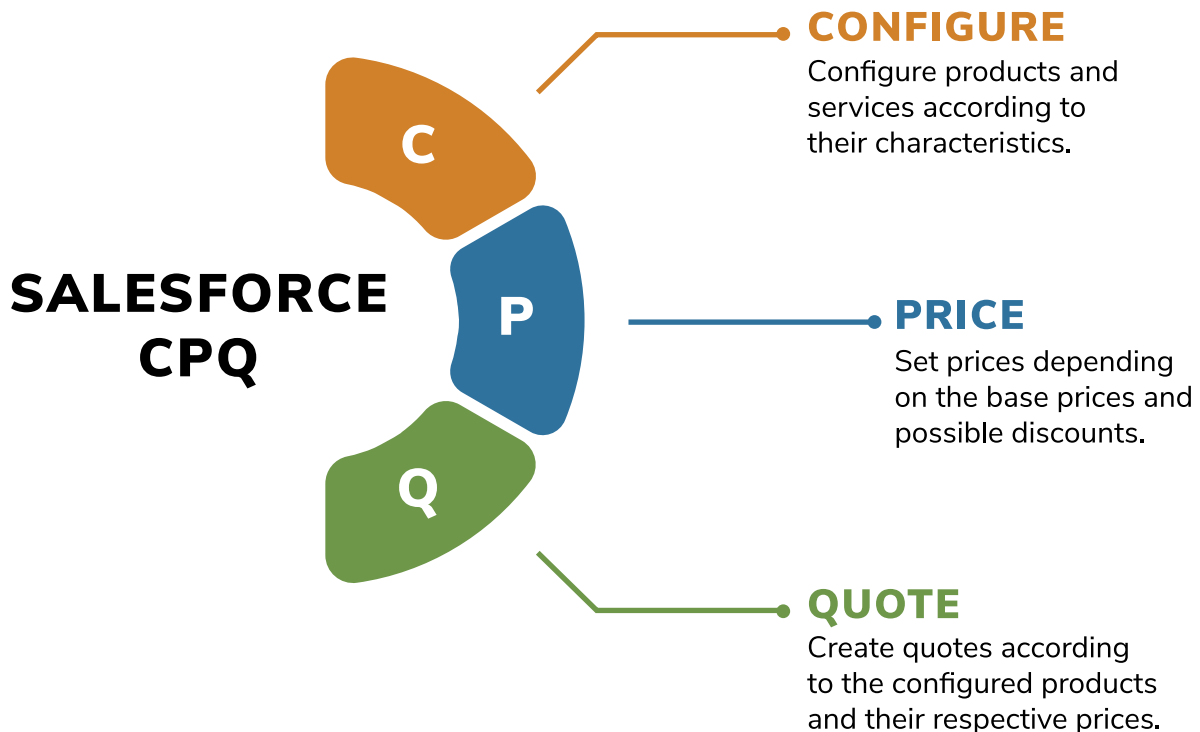




WHAT IS SALESFORCE CPQ?

Salesforce CPQ is a native Salesforce tool, designed for sales teams to create more accurate and highly personalized quotes. It provides centralized access to all the products, services, available prices, and customer data of your company, allowing a notable increase in productivity.

CPQ is part of the solutions offered in Sales Cloud. It is a software that is characterized by being easy to use and can be developed with the use of native Salesforce objects, which guarantees the standardization of the data throughout the entire customer life cycle. In addition, thanks to the fact that it is part of the cloud technologies, it is accessible from any device, anywhere.



THE 10 BENEFITS THAT WE WANT TO HIGHLIGHT OF THE USE OF SALESFORCE CPQ

1

Allows the automation of the configuration, pricing, and quote creation processes.

Through the application of smart rules and filters, Salesforce CPQ automatically ensures that the products you select for a quote are related and tailored to the needs of your customer. In addition, you will be able to see their prices and even set a discretionary price. Once products and prices have been defined, with a few clicks you can generate a PDF with all the details of the quote.

2

2- Helps you streamline the creation of quotes.

Once clients get to the stage of negotiation or sale, it is essential that the quote is presented to them as soon as possible so as not to lose their attention. Only with the correct configuration of this tool can it be guaranteed that the data will be ready as soon as you need it and without errors.

3

3- With Salesforce CPQ, you will experience an increase in sales by providing accurate and personalized quotes.

When it comes to a quote, it is very important for the client to feel that they are receiving special treatment. It will depend on your company to have gathered all the necessary information, which allows that quote to be as adapted as much as possible to the particular needs of the client. CPQ allows you to easily meet the expectations of your consumers, offering them a professional quote free of human errors.

4

4- You will be able to generate contracts and close sales more efficiently.

A quote constitutes a final document, a contract that the client will sign if he agrees. With CPQ, you will create an impeccable document. Thanks to the quote templates, you can design the format and define different sections that you can reuse in other contracts, such as: the header, the terms and conditions, and the signature section. You can even integrate an electronic signature that, by your company, validates the content of the contract in advance.

5

5- Increased productivity of sales rep.

With the automation of the quotation process provided by CPQ, the time spent by sales reps in creating contracts is reduced. This allows them to focus more on attracting potential customers. In addition, the guided sales will show all the most suitable products and services for each customer, which favors the opportunities for cross-selling.



6

6- Automatic management of subscription renewals.

At the close of each sale, an administrator can define rules with Salesforce CPQ to track products included in the contract that are subject to the duration of a subscription. This can automatically guarantee that customers receive a contract renewal before the end of the subscription.

7

7- A seamless integration with Salesforce CRM that enables increased profitability.

This integration allows the standardization and optimization of the entire sales cycle from the Attraction stage to the closing of the sale. Data standardization offers all work teams a much more organized view of customers, products, opportunities, contracts, etc. Greater organization has shown reduced errors, increased efficiency, and increased revenue.

8

8- Centralization on the same platform using a quote-to-cash processh process.

Salesforce CPQ, with its Salesforce Billing add-on, allows your company to have control from quote to payment. After a quote is finalized, the sales rep posts it to Salesforce CPQ. Then, by using Salesforce Billing, you take the record of this order, proceed to generate the invoice, receive the payment, and completes the revenue recognition.

**9**

9- CPQ can be used as a subject matter expert (SME) and contribute to increasing the value of a deal.

Part of a good negotiation with a client is to identify what their problems may be and offer them solutions beyond what they seek. Salespeople, however prepared they may be, may not have the same product technical knowledge when compared to the level of an SME. With CPQ, an SME can design rules along with being able to create package and price combinations, offering a wide range of options for customers. These would be available to sellers and would have them act as experts at all times.

10

10- It is a very flexible and easy-to-use tool.

This drives their rapid assimilation and prompt satisfaction of the company's needs.

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