



Empowered Sales: CPQ

Boost your sales value!



Sales acquisition is a growing challenge

In today's B2B world, increasing revenue is more challenging than ever before. This is due to:

- A longer sales cycle: the sales cycle has increased by 25% in the past six years, hitting an average lead-to-close length of 102 days.¹
- Fewer deals are closed: salespeople hitting their quotas dropped from 63% to 53% in the past six years.²
- Unoptimized prices: companies not actively managing price today is losing 2%–4% in operating profit.³

Furthermore, the buying process has changed. Buyers are more inclined to independently gather information. Gartner research tells us that when B2B buyers are considering a purchase, they spend just 17% of that time meeting with potential suppliers, and when buyers are comparing multiple suppliers, the amount of time spent with any one sales rep may be as low as 5% or 6%.⁴

This concludes that the sales process must also change. Organizations must meet the new buyer expectations:

- Speed: 35% to 50% of successful sales go to the vendor responding first to B2B buyers RFP.⁵
- Simplicity: 77% of B2B buyers want a simpler buying process and complain that their last experience was complex and difficult.⁶
- Personalization: 72% of buyers expect more customization in terms of offers, communications, and retargeting.⁷

Digitalization and automation open new ways to address these challenges

CPQ automation allows businesses to generate additional sales in a customized and personalized way.

Configure quickly and easily: Accelerate lead conversion on key sales phases, thanks to automation, and reduce the cost of sales.

Price appropriately: Elevate deal margins with smart solution possibilities and an effective pricing policy, and increase price transparency through value-based pricing analysis features.

Quote accurately: Provide the right offer at the right time, thanks to personalization, and reduce quotation errors through a single source of truth.

1 [SiriusDecisions Sales Enablement Market and Trends Survey Revealed](#)

2 [Running Up the Down Escalator: 2017 CSO Insights World-Class Sales Practices Report](#)

3 [Dynamic Pricing: Building an Advantage in B2B Sales](#)

4 [New B2B Buying Journey & its Implication for Sales](#)

Why does your company need CPQ?

- High level of quoting and pricing errors and inaccuracies
- Legacy quote configurators
- Complex and manual review processes
- Revenue growth is outpacing your ability to operate.
- Wide and complex range of products/services
- Low lead response time
- Missed sales opportunities
- Lack of analytical capabilities

Personalize offers in real time with Capgemini's Configure, Price, and Quote (CPQ) solution

We help our clients unleash their sales potential to maximize hit ratio and create value for their customers. We believe there are three sales dimensions which require transformation for maximized CPQ impact:

Rethink the offer portfolio

- Optimize the products and services portfolio to offer more clarity and a new level of customization depending on the organization's size. This can be done in three steps to maximize value creation (see Figure 1).
- Implement a smart pricing strategy to ensure that optimum prices bring higher revenue and margin while remaining competitive. This requires fair, clear, and adjustable pricing.

5 [50% of sales go to the vendor that responds first. Is your sales team's average response time faster than your competition?](#)

6 [New B2B Buying Journey & its Implication for Sales](#)

7 [Customer Expectations Hit All-Time Highs](#)

Enhance the sales organization and processes

- Ensure customer-centric processes and optimize for ingenious quotations. This is twofold; structure your sales process insisting on lead qualification, proposal, negotiation, and sign off phases to maximize hit ratios and design it around customer profiling principles and logic; and integrate long-term customer care thinking into the process to adjust the quotation to the evolving needs and behaviors of customers.
- Invest in a standardized training plan for your sales force to guarantee full potential of your CPQ solution, boost performance, and maximize adoption.

Leverage the full technology potential

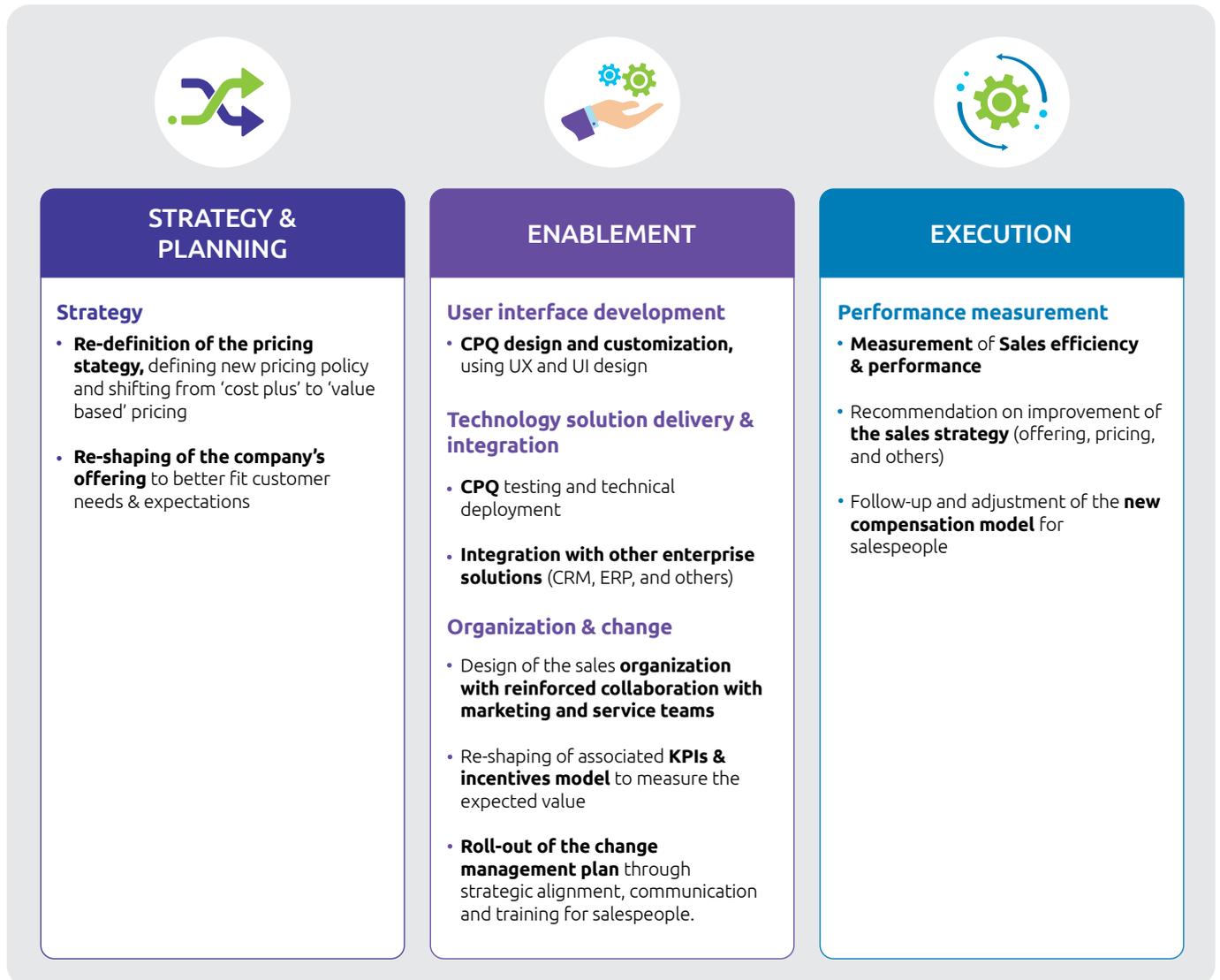
- Select, implement, and integrate the right CPQ solution, tailored to your sector and Sales platform, to empower your sales team, boost performance, and gain a comprehensive view of customers.
- Build a data architecture that allows your CPQ solution to retrieve the right information in real time.

Figure 1. Reshaping your sales strategy



We deliver our offers through a comprehensive set of services

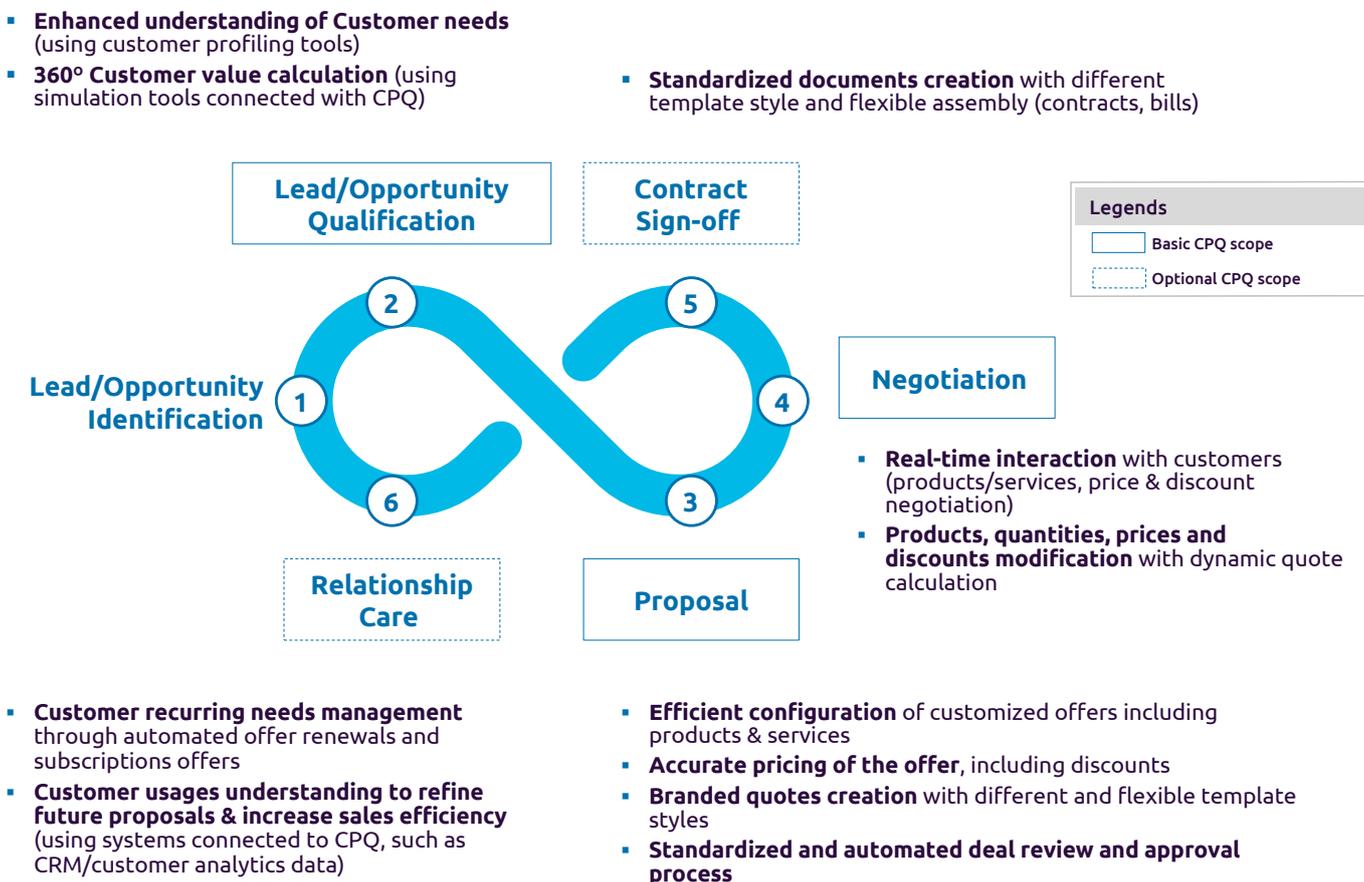
We've designed a scalable, end-to-end approach to deliver technology and business transformation for our clients. We help our clients recover and drive sales through a deeper intimacy with their customers.



Measurable benefits

Cappgemini's CPQ solution has many clear benefits, including a standardized process that drives faster sales cycles (sales support effort reduction, faster ramp-up, and reduction of quoting effort leading to increased sales force efficiency), increases the chance of conversion (reduction of non-conformance costs/claims), and amplifies the value of each deal (increased sales revenue, increased project margin, and larger average deals).

Figure 2. KPIs and measurable benefits across the full sales cycle.



Our partner ecosystem

We partner with the leading CPQ vendors to meet the expectations and needs of our clients. At Capgemini, we understand that CPQ helps our clients deliver a seamless and compelling customer experience. We have worked with businesses across multiple sectors and geographies to deliver sales capabilities across the entire project lifecycle from strategy to implementation.

We work with our global preferred partners and CPQ market leaders to deliver our CPQ projects

To know more, visit our [CX global webpage](#) or connect with our [CX experts @ ExpertConnect](#).

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