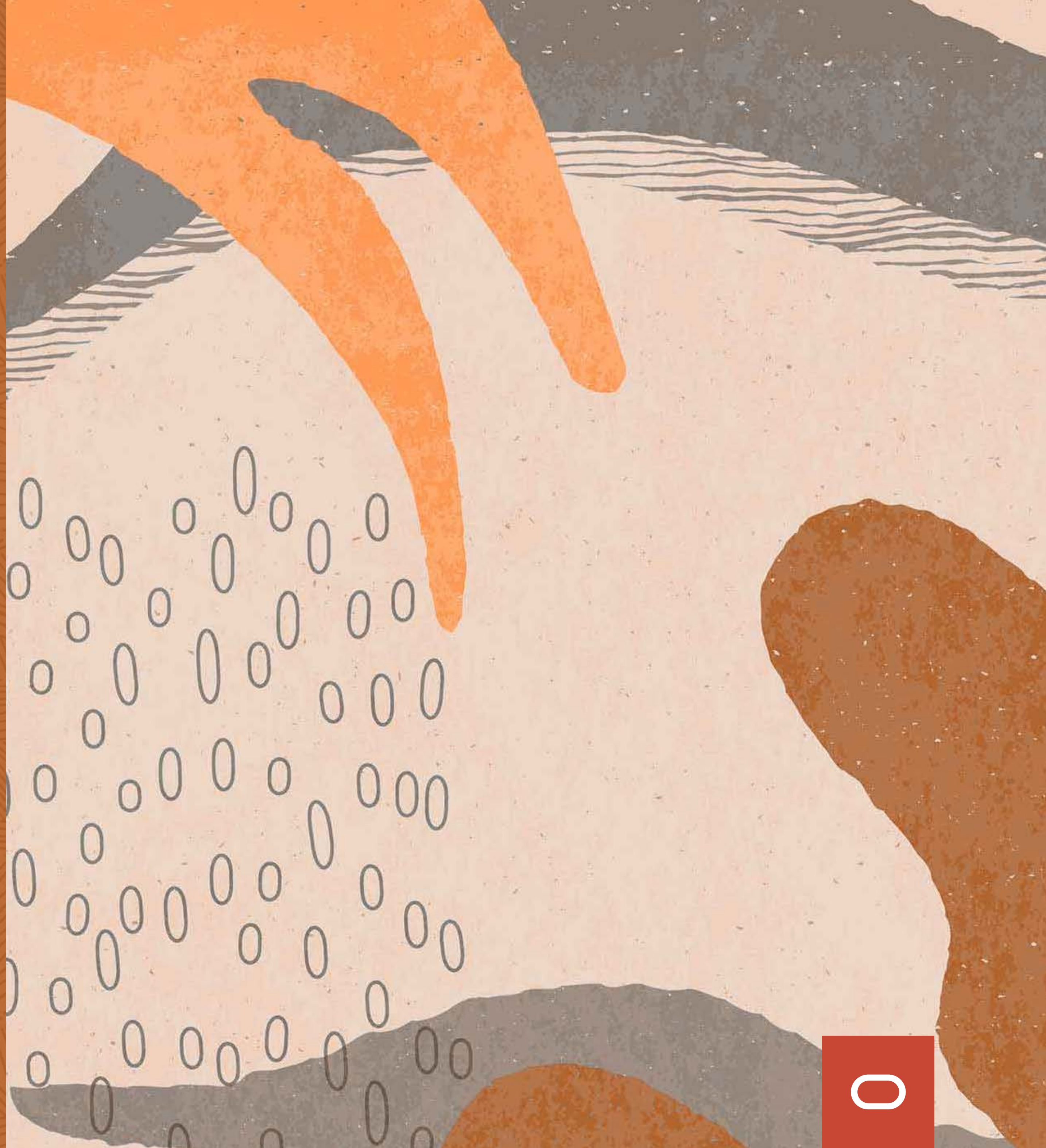


ORACLE
Customer Experience
Cloud

Three Ways to Sell Smarter with CPQ



Is CRM enough?

A customer relationship management (CRM) solution is designed to help sales reps continue to support customers' buying behaviors as their expectations evolve. It gathers, links, and analyzes customer information, interactions with company representatives, purchases, service requests, assets, proposals, and other data relevant to the customer journey. The goal? To allow all relevant parties to access that data and understand each touchpoint that has or will occur. The system then provides an interface that allows every user to access that data and understand each touchpoint—the basis for a solid (and profitable) customer relationship.

As almost any sales team could tell you, CRM is an indispensable tool. However, a customer relationship management solution alone isn't enough to carry a customer through the entire opportunity-to-order cycle. That's why the best-in-class strategy is to integrate CRM with other tools across that cycle.

So, where should you start? Let's start with the lead-to-quote cycle.

Configure, Price, and Quote (CPQ) cloud solutions start where CRM ends, building a much-needed bridge to back-office systems (and key 3rd party systems). The value? CPQ speeds the sales process by making data available in real-time and automating the product, pricing, discounting, subscription management, and business rules.

Let's dig a little deeper into how exactly an integrated CPQ solution can fortify your sales strategy and set your teams up for success.

With Sales + CPQ, you can:

Increase deal profitability:

Define price parameters including discounts to maximize margins.

Streamline approvals:

Automate the approval process through pre-determined quota restrictions that trigger managerial approval parameters.

Standardize contracts:

Merge contracts, highlight differences between versions, and store contracts with accounts.

Grow with your business:

Easily roll out new products and services as they become available.

Reduce admin time:

Allow sales teams to focus on selling, not searching for product information or tracking down approvals.

Generate renewals:

Accept, modify, or terminate contracts using a Subscription Ordering interface.

What's Inside

With access to real-time data, sales organizations have everything they need to:

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The integrated solution of Oracle CX Sales and Oracle CPQ enables us to automate and streamline the opportunity-to-quote-to-order process, including accurate price calculations, approvals, and proposal generation. Sales teams now quickly create quotes with 100% accuracy.”

— **Director**, Sales division for multinational imaging and electronics company

Section 1

Smooth the Sales Cycle

Diminish friction

From a customer perspective, deciding what to buy is the difficult part of the process. That means any friction that arises—questions that go unanswered, errors, and sluggish quotes, for instance—can quickly make it feel like more trouble than it's worth. An even more frustrating situation can arise once the customer decides to buy, only to walk away due to the time spent waiting for approvals.

CPQ reduces friction by eliminating manual processes behind the scenes. Freed from the need to update spreadsheets and transfer data between disconnected CRM and ERP systems by hand, sales teams can deliver accurate, customized quotes in minutes. Through **guided selling**, sales reps can quickly quote common product configurations with little-to-no help from product experts, further streamlining the sales process and eradicating tribal knowledge.

CPQ also helps sales teams maximize face-to-face selling time. With support for advanced mobility, machine intelligence capabilities, and new adaptive intelligence

Guided selling:

A process performed by CPQ to help salespeople configure products or services. In each case, the salesperson answers a series of questions about their customer's needs, and the CPQ system uses those answers to present relevant options for the salesperson to offer—sometimes just one clear recommendation.¹

applications, Oracle CPQ equips reps with the tools they need to create tailored offers and proposals many times while right in front of the customer. No longer trapped at their desks, reps are able to focus on customer engagement and development.

The power to respond quickly, accurately, and supportively to advance a customer's interest is key for completing complex sales in a timely manner. But, speed isn't the only thing that matters.

Reduce guesswork

With ever-changing customer expectations, higher quotas, and new competitors around every corner, sales teams are feeling the pressure to cut corners. Cutting corners leads to mistakes, and mistakes cause friction—not to mention irritation for the customer and rep alike.

For instance, to close a deal, a rep might pivot on price or issue discounts based on a gut feeling, outdated analysis, or simply because the sales period is about to end. To compound this effect, new subscription pricing models, partner interactions, and lack of visibility into transactions create a whole new level of complexity. The result? Drained resources, unhappy teams, and a sales organization at risk. But, when armed with the right CPQ solution to standardize sales practices and behaviors, productivity and profits won't be left to chance.

Eliminate errors

Shifting regulations can impact product configurations, and staying on top of them can be challenging. But, by ensuring that rules and procedures around product, pricing, discounts, and offers are consistently followed, an integrated sales/CPQ solution helps sales teams get it right the first time—and every time after that. Additionally, transparency into current rules and procedures helps sales leaders sleep easier by reducing their exposure to claims and financial penalties in case of a dispute.

Let's look at two examples:

A leading manufacturer of robotics and process automation technology wanted to raise their sales efficiency by speeding up processes and automating internal approvals. After adopting Oracle's integrated CPQ solution, their results were clear:

- Slashed quote turnaround time by **26%**
- Quote volume increased by **200%**
- Order fulfillment time was **cut in half**
- Automated approval workflows **improved efficiency**

A multinational IT firm's sales depended on a spreadsheet-based quoting application—with just one person to operate and maintain it. In addition to being wholly unscalable, this risky setup created a single point-of-failure that impacted the firm's ability to serve its global customers. And, excessive risk aside, product launches or modifications were difficult and time-consuming, impacting speed-to-market. Oracle's solution led to the following:

- Quote volume swelled by **29%**
- Regional margins widened by **1-3%**
- Win rate improved by as much as **7%**
- Average deal size grew **2X**
- 92% of direct quotes were created in **less than 30 minutes**

Close Bigger, More Profitable Deals

Do you have anxiety over missing your sales numbers? If so, you're not alone; in 2018 only 53 percent of salespeople reported making their sales goals.²

Individual sales performance aside, things like disconnected channels, pricing and quoting errors, and rogue discounts can jeopardize your team's ability to reach their quotas. Finding ways to accelerate your sales velocity, respond quicker to customer needs, and outperform shareholder expectations can help your team keep profitability afloat.

Let's examine three ways integrated sales and CPQ can help you do that.

Eliminate quoting errors

Quoting complex deals involves drawing data from multiple sources and channels—which means multiple opportunities for errors to seep in. So, by eliminating pricing books and spreadsheets and automating this process with CPQ, workflows become watertight, drawing on elements from pre-approved proposals and pricing models to yield more accurate orders, drive higher win rates, and help reps attain their goals.

Don't leave value on the table

Personalized recommendations account for over 30 percent of digital commerce revenues.³ Smart sellers are making this work to their advantage through CPQ; empowering their teams with real-time upsell and cross-sell capabilities. Making it simpler for reps to recommend the right products or services in the customer's moment of need means deal sizes grow and margins widen.

Control rogue discounting

Most businesses maintain multiple price lists depending on geography, volume pricing, or channel partner pricing. You may too, and, if so, you fully understand how it can complicate the pricing process with various discounting business rules. Top sales teams implement pricing controls with CPQ, curtailing revenue loss or even a lost customer if/when price lists or discounts are incorrectly applied.

Section 3

Support Multichannel Sales Strategies

For most sales organizations, lower sales costs, expansion into new markets, and extended reach means realizing the full value of every available sales channel. And, in many cases, that includes partners such as distributors, wholesalers, resellers, manufacturing reps, and more.

It makes sense to amplify sales initiatives through the use of channel partners. After all, your organization can only do so much on its own. However, channel partner efforts are often the unsung, less-advertised elements of success. But they shouldn't be.

For example, companies that focus on channel partner initiatives experience:

225% reduction in customer acquisition costs⁴

103% improvement in data quality and accuracy⁴

And, providing partners with streamlined sales technology results in:

64% higher rate of increase in profit margins⁴

39% more seamless proposal, contract, ordering, quoting, and sales collateral workflows⁴

But this is a two-way path, because your channel partners likely have some concerns about you as well. And, your sales partners want a relationship that not only provides superior products but also makes it easy to do business. This tells us that, to build sales momentum and stretch market share, companies and channel partners need to be able to work in sync to serve customers quickly, utilizing professional, customer-facing documents that show accurate products and attractive pricing.

A streamlined channel sale starts with the reseller or distributor selecting the best-fitting product, configuring the solution, generating accurate pricing, and presenting a professional-looking quote. A robust CPQ solution can do this automatically, with little lift from the channel partner. Then, sales data feeds into your order and fulfillment system, and ultimately into a reporting system to ensure visibility across the organization.

Oracle CPQ for channel sales empowers distributors and resellers to work together for the customer's benefit. If a channel partner requires special pricing, automated approval workflows accelerate the request through both organizations. With Oracle CPQ, your channel partners are able to compete, and that point alone makes it much easier to recruit additional growth-minded, results-oriented partners.

The winning edge

A modern cloud-based CPQ solution with these 10 must-have elements will dramatically increase sales performance by automating processes, increasing order size and accuracy, and promoting consistency and accountability.

- #1** Web and lead configuration
- #2** Simple self administration from any mobile device
- #3** Self-service, commerce, and partner channel capabilities
- #4** Built on one platform
- #5** Rapid global deployment
- #6** Contracts and subscription ordering
- #7** Highly customizable contract negotiation
- #8** Guided selling wizards
- #9** Proven integration with CRM, SFA, and ERP systems
- #10** Vertical-specific expertise and templates

Let's explore how sales partners benefit as well. First, CPQ allows you to control pricing scenarios, minimizing how much training you'll need to provide to your partners. It also gives you the power to delegate user management to your partners so you can dedicate resources to maintaining and refreshing product catalogs and rolling out new promotions and SKUs. And finally, any time a partner requests special pricing, the CPQ solution will route their request to the right person.

Here are the stories of two companies that did just that:

A leading manufacturer of fluid handling systems for industrial applications made the leap from disparate configuration and quoting systems to integrated CPQ. Now, their reps can configure, price, quote, and order products and parts online, with orders flowing directly into the back-office systems and onto the shop floor without manual processing. The results were inspiring:

- Annual cost savings reached **\$1M**
- Monthly quote volume increased **tenfold**
- Average quote timeline shrunk from 4 days to **just 20 minutes**
- Sales productivity **increased by 20%**
- Error rate **dropped from 70% to 0%**
- Sales **increased by 400%** with only a 50% increase in support
- 92% of direct quotes were created in **less than 30 minutes**

A rapidly growing supplier of enterprise voice-over IP solutions found that their spreadsheet-based order entry and fulfillment system was not only labor intensive, but it also lacked scalability and limited future opportunities. After the company deployed a comprehensive CPQ solution, they saw:

- Average quote timeline shrunk from 27 minutes to **less than 10 minutes**
- Error rates dropped almost to **0%**
- **85%** of orders in reseller channels are completed online

Uniting the power of Oracle CX Sales and CPQ

Consumers and business buyers alike are increasingly aware of just how much technology has changed their expectations. Sales teams everywhere are working to elevate their experiences through integrated customer experience toolsets including sales, commerce, and CRM.

So, why stop short? Adding Oracle's comprehensive CPQ solution at the center of your sales process is the next step toward higher productivity and stronger profits. Companies of all sizes trust Oracle CPQ to streamline the entire process, from opportunity to completed order:

- Guided selling
- Product configurator
- Workflow approvals
- Reporting
- Channel management
- Pricing and quoting
- Proposal generator
- Contract execution
- Order execution

Sources:

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3. Stephan Serrano, "Personalized Product Recommendation Tips and Stats," Barilliance, March 14, 2019, barilliance.com.
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Oracle is in the Leader's Quadrant again in the latest Gartner Magic Quadrant for CPQ Application Suites. [Read the report.](#)

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