



Manage proposal operations inside your CRM system

Integrate your primary source of customer data with the business intelligence of Responsive to align the workflows of your sales and proposal teams and generate better data insights.

Initiate RFX requests directly from Salesforce

Enable your sales teams to launch RFX projects and track their progress without leaving Salesforce. Synchronize Responsive data fields with equivalent Salesforce fields to save time and prevent errors that result from the manual entry of customer information.

Unify your sales tech data for better customer insights

Combine powerful custom reporting in the Responsive platform with detailed customer data from your CRM to generate valuable insights. Understand win/loss metrics, market segments, and products through the lens of response management. Gain efficiencies by identifying and eliminating bottlenecks and choke points.

Build impactful proposals and other sales documents without leaving Salesforce

Use Salesforce to access your team's approved proposal content inside Responsive and quickly compile bespoke documents for your customers and opportunities.

Features:

- Synchronize Responsive project fields with Salesforce fields
- Initiate, monitor, and receive Responsive projects within Salesforce
- Visualize Responsive project metrics via the Reports and Dashboard functionality in Salesforce

Benefits:

- Save time and reduce errors by using CRM data as the single source of truth for customer data
- Streamline your proposal process by enabling sales teams to coordinate projects from within Salesforce opportunities
- Understand Responsive project insights in the context of your larger sales operation