

## International Memorabilia Company

### Configure, Price, Quote

A decades-old consumer goods company lost time and accuracy with a manual quote process based on an extensive and convoluted PDF price book released annually. Sales reps did not have clear visibility on commission rates for varying products and were unable to determine the best products for customers and profits.

- Digitized the paper-based quoting process using CPQ, utilizing out of the box functionality alongside custom pricing tables to accommodate complex pricing logic
- Implemented bundling and validation to guide reps through creating valid product packages, transforming an error prone manual process
- Provided Organizational Change Management to engage, prepare, and train the sales reps on the new system
- Designed a user experience to optimize adoption and allow reps to create quotes quickly, accurately, and with a clear view of commissions
- Designed and implemented integration touchpoints between 4 different systems, including Salesforce, Oracle, and .com

