



5 ways proposal management software fuels sales



1. Increased Win Rates with Quality Submissions

Low-quality RFP responses and proposals result in lower win rates, create negative perceptions, and worst of all, can put the business at risk. Investing in proposal software increases your chance of success by allowing you to create high-quality, personalized submissions that stand out from the competition.

QorusDocs equips your team with:

- AI-enabled software that suggests pre-approved, branded content.
- A single source of truth to maintain consistency and accuracy.
- Professional-looking proposals and RFP responses in a snap.



A majority of QorusDocs customers cite a **59% improvement in RFP win rates** after using proposal management software.

2021 MDC QorusDocs research study

"Rich integrated reporting" providing value insights is how Long View Systems described their love of QorusDocs.

2. Competitive Advantages with Data Insights

Your organization might be sitting on a wealth of knowledge without even knowing it! Using the right tools, data insights can be extracted and analyzed directly from RFP responses and proposals, resulting in better business decisions, more streamlined operations, and increased revenue.

QorusDocs equips your team with:

- Data insights about winning content, supporting critical deals and opportunities.
- Customer and prospect intelligence, such as what's read, clicked, and shared within your RFP responses and proposals.
- A full view of content shared, how often, in what sales situations, and win rate.



A majority of QorusDocs users cite a **59% improvement in quality of request responses** after using proposal management software

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"I've seen our quality of bid & proposals content improve significantly."

Angela M., Global Bids & Special Project Manager, Staffing and Recruiting, Mid-Market

3. Customer Loyalty and Expanded Profits

Acquiring a new customer can cost five times more than retaining an existing one. That's why customer retention is essential for organizational success and growth. Renewals must be assembled with the latest customized content and detailed perspective to keep your customers for the long term.

QorusDocs equips your team with:

- Details of what your customer uses currently and what worked in the original sale.
- Brand consistent, professionally tailored renewal pitches.
- A winning advantage with a single source of truth.



A majority of QorusDocs customers saw a **54% improvement in both time spent completing an RFP request and in volume of requests responded to** after using proposal management software.

2021 MDC QorusDocs research study

"With a centralized function, access to good, relevant content, I've seen the quality of bid & proposals content improve significantly."

Angela M., Global Bids & Special Project Manager, Staffing and Recruiting, Mid-Market

4. Accelerated Deal Velocity, More Time Selling

Spinning your wheels to close a deal? Top organizations use automated technology to maximize their sales velocity. As a result, sales teams are more efficient and spend less time on administrative activities, allowing them to spend more time with clients and meeting their sales, marketing, proposal, and RFP response goals.

QorusDocs equips your team with:

- Auto-answer technology, generating 50% of the content in minutes.
- More time to articulate business value and goals, as well as personalize responses.
- The ability to respond to a higher number of RFX's and beat deadlines.



A majority of QorusDocs customers saw a **50% improvement in deal velocity** after using proposal management software.

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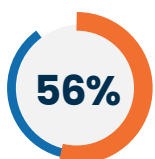
Genetec's sales team loves the ability to generate documents 'on the fly' and respond faster to enquiries with QorusDocs.

5. Improved Team Efficiency

Proposals and RFP responses now require more input from SMEs and stakeholders to successfully win over a full buying committee. With this level of complexity, distributed teams need resources that allow teamwork and rapid content sharing so that documents are matched with what matters most to the prospect or customer.

QorusDocs equips your team with:

- An easy way to securely share proposals and RFP responses no matter your location.
- Integrated software for simplified collaboration across your organization.
- A centralized hub for quick access to the most up-to-date, engaging content.



A majority of QorusDocs customers saw an improvement in their ability to collaborate with each other, citing a **56% improvement**, after using proposal management software.

2021 MDC QorusDocs research study

"Transforming the way we work. The QorusDocs platform is easy to use, easy to understand and an overall fantastic tool for our business."

Terry W, Sales Operations Associate, Enterprise



See QorusDocs in Action



Higher-performing RFP responses



Let's Talk



QorusDocs

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