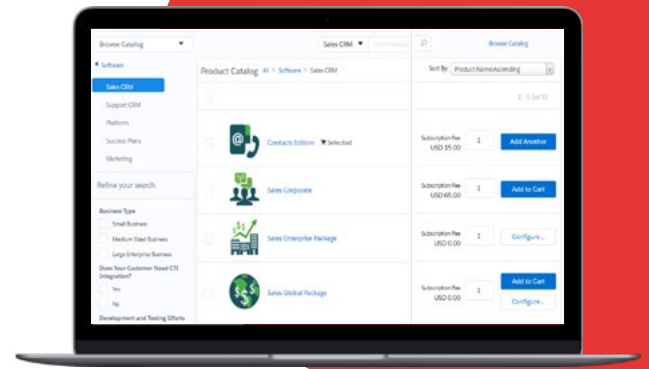


Conga Configure Price Quote (CPQ)

Sell more effectively and increase win rates



Give your sales team everything they need to close a deal

More than 80% of B2B decision makers think sales reps are unprepared. And salespeople only spend about 22% of their time actually selling. What if you could empower your sales team to sell more, with a faster sales cycle—no matter how complex your product catalog might be?

Conga CPQ leverages guided configuration and real-time configuration verification to act as a virtual coaching staff. By eliminating manual processes and driving better selling behaviors, CPQ lets reps generate quotes faster and more accurately, ultimately leading to bigger deals at a higher win rate.

Challenges

- Sellers struggle to configure the correct solution when selling complex products and services
- Sales cycles are often delayed by quoting errors and manual approval processes
- Inconsistent pricing and rogue discounting reduce deal margins

Key benefits

- Generate full-spectrum quotes faster and more accurately, including both products and services
- Manage unlimited product complexity, including nestled bundles
- Deliver up-to-date pricing and promotion across all channels
- Reduce margin leakage

“ We now get out much more accurate quotes with good pricing guidance and sales reps can edit from within the cart. We’ve seen a 50% drop in time it takes to create a quote. We now automate a majority of our quotes, both direct and channel. This has been a huge win for our deal desk and sales operations teams. ”

Anisha Vaswani | Corporate CIO | Box

Conga CPQ delivers increased sales and improved margins by enabling a more efficient and profitable sales process

- Guided selling and real-time deal scoring increases win rates
- Intuitive admin console for day-to-day admin duties
- A single revenue lifecycle solution where your pipeline, orders, invoices, and contracts always match because they are all from the same data source
- Generate quotes faster with collaboration capabilities across teams, allowing various contributors to work in tandem, expediting the quote without compromising on quality
- Asset-based ordering for subscriptions, reorders, and renewals
- Increase deal size with cross-sell and up-sell insights, including full contract visibility
- Multichannel sales on a single platform
- Rules-based configuration improves the accuracy of selling items with unlimited product complexity, including nested bundles
- Robust pricing and promotions that consider contracted pricing, improve margins and win rates, and drive higher customer loyalty
- True margin visibility with price waterfall and cost analysis

Real outcomes for Conga CPQ customers

25%

Increase in sales revenue

32%

Reduction in rogue discounting

51%

Improvement in quote quality

30%

Increase in win rates

38%

Faster time to quote

22%

Increase in deal size



For more information

Email info@conga.com or
visit conga.com