

Win Every Deal From Lead to Cash

salesforce sales cloud

Introduction

When it comes to buying, there is one thing consumers care about more than the price: the buying experience. They want a customer journey that makes them feel good from beginning to end. In fact, some [53 percent of consumers](#) say, more often than not, their decision to purchase is based on how effective the sales process is. That packs the pressure on businesses to provide customers with an effortless buying experience.

Unfortunately, many deals collapse just as sales reps are trying to get them over the finish line. There are a few reasons for this:

- Reps can't keep track of all their deals.
- The sales process takes too long.
- Reps aren't getting the right price or product information to buyers.
- Discounts are sent but not yet approved.

All of this amounts to missed opportunities, lost deals, and a loss of potential revenue. This e-book will show you how to streamline the sales journey from lead to cash using CPQ (Configure, Price, Quote).

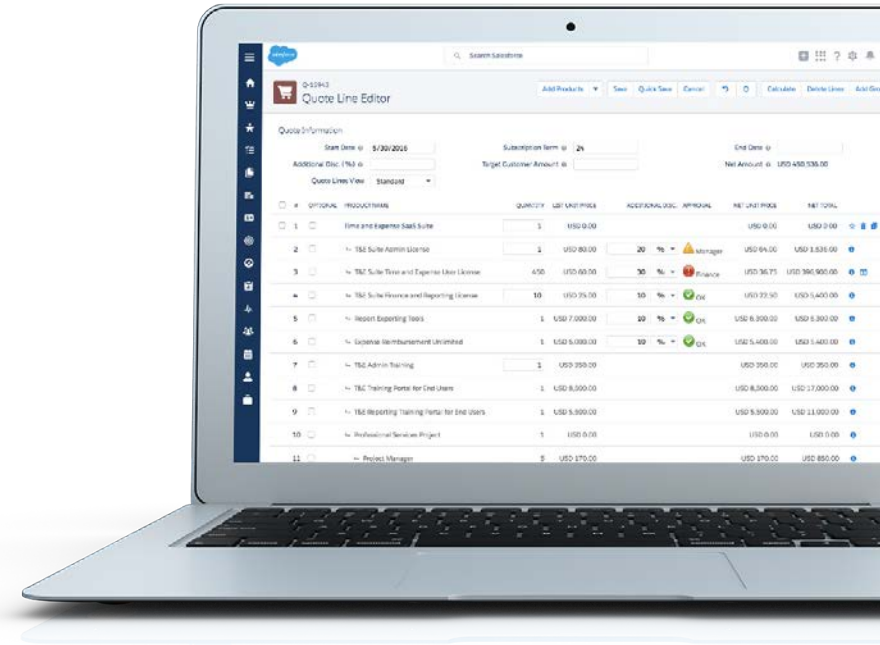


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Organize Your Interactions

Did you know that 50 percent of sales go to the vendor that responds first? All the more reason you need to get your sales leads to the right person – fast. When a rep contacts a lead within one hour, they're [7x more likely to convert into an opportunity](#) – and maybe a closed deal.

What you need is an automated process, something that will move your lead through the pipeline without hitting any speedbumps.



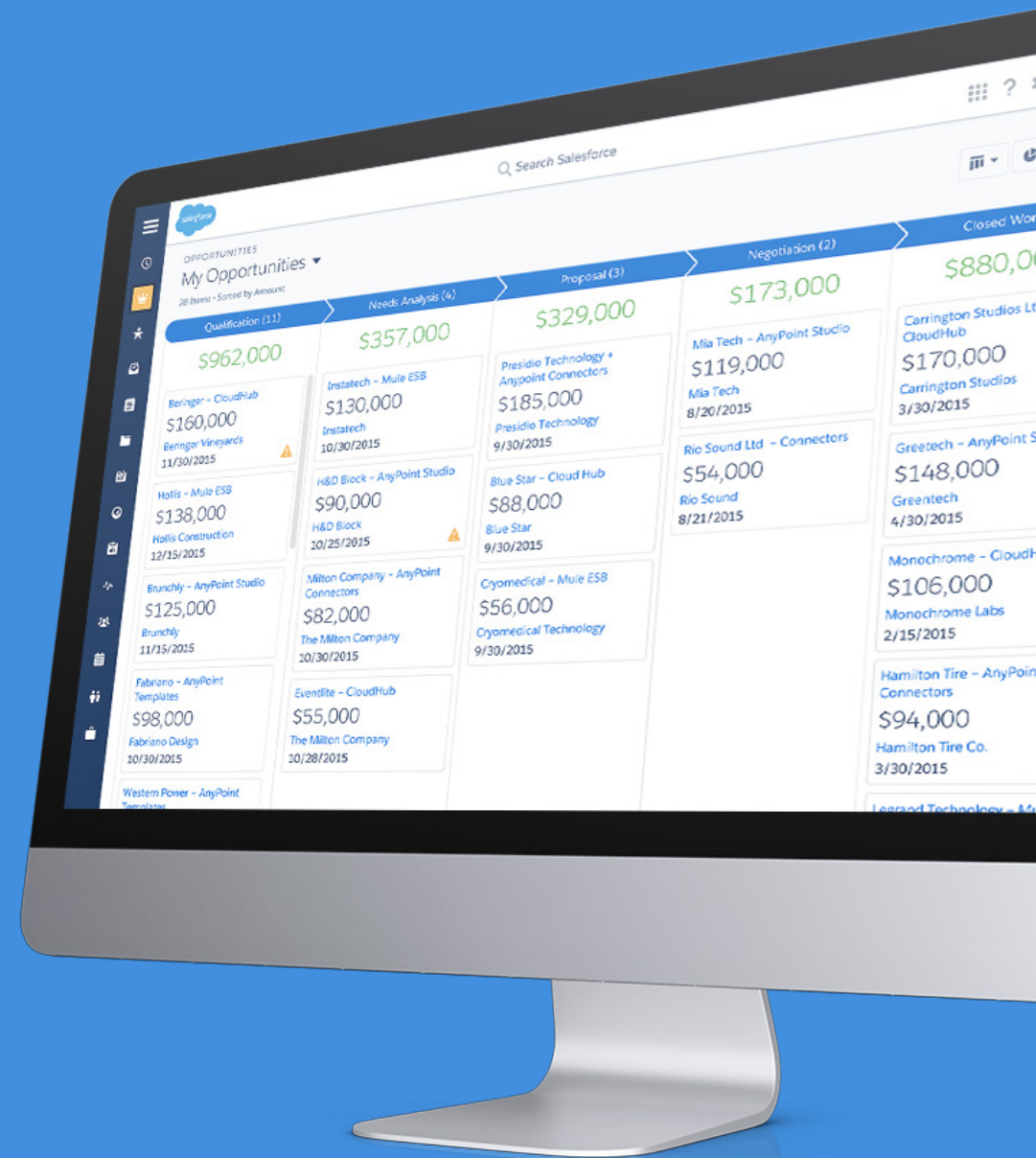
Just imagine that a sales rep calls and pitches a product to a prospect. But that prospect has been downloading information about a different product. The potential sale is already set up to fail simply because the sales rep doesn't know what their prospect is interested in. This lack of information and insight can kill a potential deal.

Needless to say, had the same sales rep had greater visibility into the prospect's actions – known what e-books they had read or emails they received – the rep could have shaped his sales pitch accordingly, leading to a better chance for closing that deal.

Up to 50%
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responds first.*

Turn Leads into Opportunities

Now that you have all the information available about a hot lead, you want to turn it into an opportunity. But it can be a challenging path to navigate: How do you work together as a successful sales team? More importantly, how do you keep track of your pipeline?



Here's a few tips to turn leads into opportunities:

Sell as a team: Selling is a team sport; it takes a ton of collaboration from various experts on the team (technical support, pricing assistance, product specialists).

[High performers are 3x more likely to collaborate than others.](#)

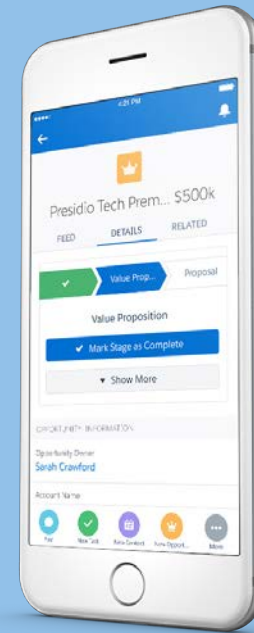
Customize experiences: Every company is different, so it's only natural that sales teams customize the process, adapting it to each business' unique need.

Increase visibility: Managers need visibility into their team and all their deals if they want to forecast accurately. They need to know what deals are stuck and which quotes

have been sent. This kind of insight will inform their decisions about how to utilize resources accordingly to close more deals.

Those key pieces will help usher along contacts through the sales process and create a better system to manage potential opportunities.

Now you're one step closer to ensuring your reps can close every deal.



Companies that use Sales Cloud increase their lead conversion rates by an average of 43%

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Sprint to Close the Deal

This final step is the most important – the one that will make or break. This is the time when an efficient CPQ (configure, price, quote) process will pay off.



Aside from being the most critical part of the deal, CPQ is the riskiest part. In fact, **two out of every three sales quotes your sales reps submit result in a lost sale**, and here's why:

- Quotes take too long
- Products are mismatched
- Quotes contain pricing errors
- Sales reps are using a manual process to define quotes

These pain points are the result of a manual, outdated process; it's time you automate your quote-to-cash process.

An automated quote-to-cash process guides sales reps through the configuration, pricing, and quoting, eliminating the potential for deal-breaking mistakes and speeding the time from creating the quote to collecting the cash.



More specifically, it streamlines your Excel spreadsheets and manual approvals into a transparent, manageable process that positions your reps to close more deals. An automated system means reps can easily create a quote and even tweak pricing, making it that much easier for managers to approve quotes and track them.

This makes a huge difference as new products and services are added to your sales console, or prices change, and approval procedures shift. An automated quote-to-cash system takes your evolving business and simplifies it for sales reps. It also gives your executives greater visibility into the entire process.

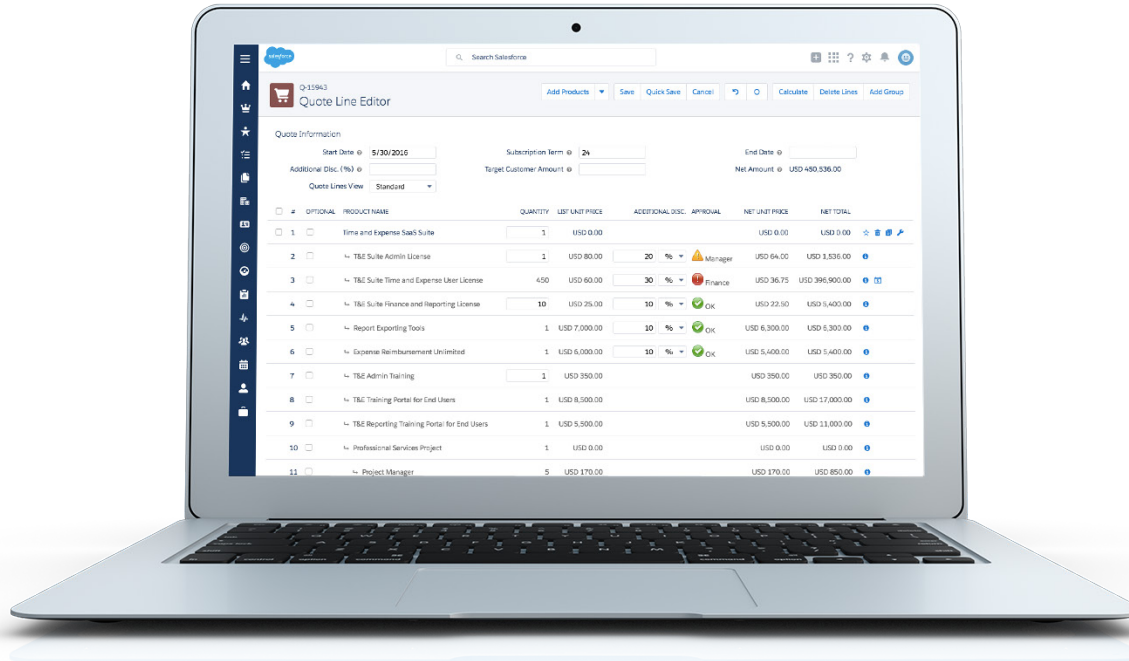
There are other behind-the-scenes benefits to consider:

1. A quote-to-cash system gives your finance and legal teams the control and confidence to let reps build quotes, adjust prices, and compose contracts automatically by ensuring they're always aligned with company policy.

2. Product and service leaders can sleep easily knowing required items and SKUs are included with every deal so there are no (bad) surprises.

3. When a non-standard deal comes along, approval workflows ensure that the deal remains compliant and the correct decision-makers get involved.

4. Executives get easy access to insights and analytics with automated quote-to-cash. (Risks and pipeline forecasts are clear, as are breakdowns of deal sizes, margins, payment terms, and other attributes).



How quote-to-cash systems help your teams

For sales leaders

Pricing is complete, accurate, and up-to-date, even if a customer has unique contract pricing. Discounts are controlled. Everything is tracked, yet reps are empowered.

For legal leaders

The audit trail is constantly monitored. Safeguards are in place. Contract terms and conditions match the deal and are built using current language. When a non-standard deal comes along, approval workflows ensure that the deal remains compliant.

For product and service leaders

Required SKUs are always included. Incompatible items aren't allowed. Matching documentation is added every time.

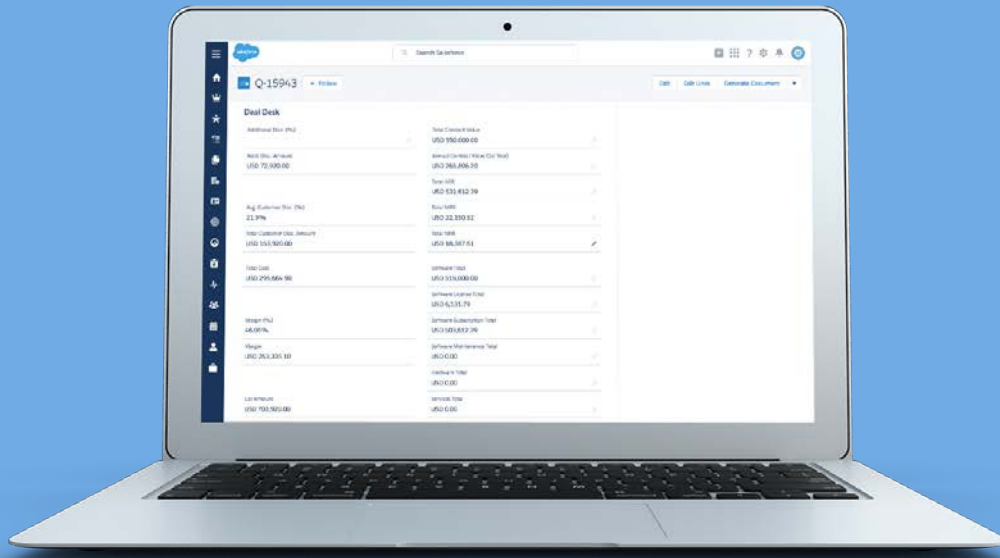
For finance leaders

Volume discounts are automatically applied. Payment terms match the terms of the deal. Renewals are automatically enabled. When the deal is won, it speeds billing and collection.

For C-level executives

Forecasts are more accurate. Productivity rises. Mistakes are eliminated. Growth accelerates.

Along the entire process, quote-to-cash provides insights that sales reps aren't getting with manual processes. This level of visibility is cutting risks, increasing pipeline, and positioning your sales reps to win the race.



How to Build Your Best Quote:

Choose the right products

You are less likely to get the correct products to your buyer if your current process is manual. Even if all information is up to date and accurate, the process is slow, giving your competitors the upper hand to win. The combination of faster configurations and more time for reps to actually sell adds up to fast revenue growth.

Price orders

Automation gives sales reps the power to create their own pricing and to build a price quote that won't be bottlenecked by approvals. Automated quote-to-cash ensures all of the required documentation, legal terms and conditions, product information, cover letters, and other elements of a quote are included. The customer gets an accurate proposal in a timely manner and sales can get back to selling.

Generate quotes and proposals

Automated quote-to-cash generates branded proposals and contracts at the click of a button. You define the customizable templates ahead of time, ensuring that proposals meet your company's branding standards. It takes layout, formatting and design time off of the sales rep's plate so they can focus on the deal.

On average, Sales Cloud customers see a 37% increase in win rates

Gear Up for the Sale

We've given you a detailed training strategy to bring those deals across the finish line. Now we need to equip you with the right gear.

Remember a few pages back, when we discussed the importance of keeping track of prospect data and accounts? A good way to keep track of all those interactions and have total visibility into your prospects and customers is via a sales force automation application. This management system gives you a quick view of prospect and customer data, including location, annual revenue, and key players in the company. You can integrate a CPQ system within your sales force automation, allowing your sales reps to be ultra-responsive. With just a few clicks, they can automatically

populate a quote using the latest data, generate a PDF from an approved template, and email it to customers.

Learn how to streamline your sales process and close more deals faster.

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