

# CONFIGURE PRICE QUOTE (CPQ)

## Empower Buyers and Sellers To Configure Deals Faster



Salespeople spend **less than 22%** of their time actually selling.

**82%** of B2B decision-makers **think sales reps are unprepared.**

So how do you empower your sales team to sell more effectively with less time?

Apttus CPQ leverages artificial intelligence (AI) and machine learning (ML) to be a “virtual coaching staff.” With Apttus CPQ, reps quote faster and more accurately, ultimately closing bigger deals at a higher win rate.

## CHALLENGES



- Inability to manage complex catalog and related pricing
- Quoting errors and delays
- Manual approval processes
- Inconsistent pricing and rogue discounting

## KEY BENEFITS



- Manage unlimited product complexity, including nestled bundles
- Faster, more accurate quoting process
- Increase revenue & maximize profitability
- Reduce revenue leakage

## APTTUS CPQ

Empower Buyers and Sellers

### CAPABILITIES



- Guided Selling and Real-Time Deal Scoring
- Intuitive Admin Console for Day-to-Day Admin Duties
- Configure UI to Create Optimal Workflows per User
- Quote Collaboration Across Teams with Audit Trails
- Asset-Based Ordering for Subscriptions, Reorders, and Renewals
- Cross-sell and Upsell Insights with Full Contract Visibility
- Multichannel Sales on a Single Platform
- Multiple Rule Types and Constraints
- Unlimited Attributes for Configuration, Including Nested Bundles
- Integrated Configuration Calculations
- True Margin Visibility with Price Waterfall & Cost Analysis

## REAL OUTCOMES FROM APTTUS CPQ CUSTOMERS

**25%**

Increase in Sales Revenue

**51%**

Improvement in Quote Quality

**38%**

Faster Time to Quote

**32%**

Reduction in Rogue Discounting

**30%**

Increase in Win Rates

**22%**

Increase in Deal Size

Source: Apttus Quote-to-Cash Impact Study