

HOW MUCH BETTER DO SALES TEAMS DO WITH CPQ?

There's a lot of promise in configure price quote (CPQ) technology, but what's happening with real world sales practitioners today? Aberdeen compared the performance of CPQ users to non-users, and the data does a lot of the talking. How much better do sales teams do with CPQ? The short answer is a lot, but read on for the in-depth details.



CPQ users enjoy:

8.2x

Wider margins in improving lead conversion rates year-over-year

7.5x

Higher year-over-year increases in customer renewal rates

1.6x

Greater year-over-year reduction in contract/proposal generation errors

60%

Higher effectiveness at speaking intelligently about competitors and differentiators

45%

Greater proficiency at rapidly responding to RFPs

21%

Higher effectiveness at generating complex quotes in a timely manner

as compared to non-users.



[Visibility, Insight, Impact: Simplifying Complex Sales Processes with CPQ, May 2016](#)

The bottom line: As you'll note, the performance differentials between CPQ users and non-users go beyond simple business metrics. This is because, technology aside, CPQ delivers value to the people in sales and helps improve basic sales processes. To learn more about the impact of CPQ, read the report highlighted above.