

6 SIGNS YOUR SALES PROCESS NEEDS TO BE SIMPLIFIED

→ In a **recent study**, Aberdeen Group found that 75% of Best-in-Class sales teams can generate proposals/quotes in two days or less. For these top performers, proposals and quotes also only require on average 3 people to produce, and with 44% fewer deals slipping into the next sales cycle or getting lost overall. This research explores how CPQ, as a technology, helps address these problems by minimizing complexity and eliminating obscurity in the sales process. How do you know if you've got an overly complex sales process? Use this checklist to find out!

<input type="checkbox"/>	<p>The price is wrong for buyers. Price should be a promise of value; 63% of Best-in-Class sales teams report being effective at competing on value instead of price, as a matter of fact. Nevertheless, 73% of deals fail as a result of price disputes.</p>
<input type="checkbox"/>	<p>Buyers seem to self-destruct. 39% of deals are lost when sellers fail to diagnose or control the internal politics at a buyer's organization – sellers can't save buyers from themselves. From channel sales reps to in-house account execs, being able to roll out prescriptive or even consultative sales workflows helps to keep deals on track and avoid undue disruptions on the buyer's side.</p>
<input type="checkbox"/>	<p>Sellers often “reinvent the wheel” just to close a new deal. 66% of Best-in-Class organizations agree that guided selling helps reps to identify the optimal messages for defined situations. If sellers have to go rogue to get a win, there may be too many obstacles in the standard workflows.</p>
<input type="checkbox"/>	<p>Winning patterns and workflows are hard to find. 59% of Best-in-Class sales teams are able to replicate the performance of top sales reps by documenting what they do and sharing those tactics with the rest of the organization. If it's too hard to understand how top sellers are selling, you may have a complexity problem.</p>
<input type="checkbox"/>	<p>Marketing and sales messaging lands with unpredictable results. When sales workflows are simple, there are often clear, pass/fail or yes/no parameters for outcomes with buyers. In fact, 50% of Best-in-Class companies report an ability to proactively understand how buyers will react to marketing and sales offers.</p>
<input type="checkbox"/>	<p>It takes a village for approvals. For Best-in-Class companies, the average number of people involved in developing and approving a quote or proposal is three. The more people involved, the more potential variables are at play that can overcomplicate the process and derail deals.</p>



→ **Want to learn more about simplifying sales with CPQ?**

[Read the full report: Visibility, Insight, Impact: Simplifying Complex Sales Processes with CPQ](#)