A FIVE-POINT PLAN FOR POWERING SALES PROFITABLILITY WITH CPQ

➔ In a **recent study**, Aberdeen Group analyzed how Best-in-Class configure price quote (CPQ) users are outperforming their peers by a 4-fold margin in annual net profit growth, with 5-times greater revenue growth year-over-year. While there are a lot of moving parts at work in achieving such success, Aberdeen has identified five key action items that are common to Best-in-Class CPQ users. For similar sales performance success, do the following:

☐	**Put CPQ to work for sales' bottom-line.** Best-in-Class CPQ users average 5x greater growth in revenue, and increase profitability at a 4.8x greater rate year-over-year compared to their peers. CPQ delivers value by simplifying complicated sales processes into systematic, scalable processes. The returns from CPQ should also come in systematic, predictable patterns.
☐	**Give CPQ a stable, long-term implementation, and get stable, long-term benefits.** Aberdeen's projections show that a company starting with a baseline annual revenue of $102 million, and a net profit of $6.6 million should double its revenue and multiply net profits by 4 times over a 5-year span.
☐	**Mitigate unnecessary sales operations risks.** Best-in-Class sales organizations are 2.2 times as effective at minimizing the number of people, functions, etc. required to develop and deliver quotes/proposals to buyers. This means fewer people and processes (variables that add extra opportunity for risks or losses) to execute a sale.
☐	**Keep top sales reps; keep top profit margins.** Best-in-Class CPQ users can save $1 million in sales rep replacement costs over 10 years Stemming the tide of sales rep attrition by making sales success easier is one critical way CPQ addresses the many elements that must be managed for a profitable sales organization.
☐	**Ensure sales success is in the hands of sales leadership.** Best-in-Class sales organizations are 32% more likely to consider the ability for sales admins and leaders to manage sales workflows (no need for coding, programming, or IT) a strong or very strong organizational success factor. Take full advantage of the intuitive workflow creation capabilities in CPQ solutions to distribute sales leadership and experience to the reps in the trenches.

➔ **Want to learn more about competitive CPQ profit benefits?**
Read the full report: *Powering a Profitable Sales Organization: How CPQ Cuts Costs* (July 2016),

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