

SEE THE VALUE OF CPQ IN THE SALES TEAM'S BOTTOM LINE

Configure price quote (CPQ) technology, by its nature, is designed to help improve modern sales workflows. How much, though, is that better performance worth to a business's bottom line? Aberdeen Group answers that question by outlining the impressive and profitable performance results associated with Best-in-Class CPQ deployments.



Best-in-Class CPQ Users Enjoy:



as compared to All Others.



[Read the full report: *Powering a Profitable Sales Organization: How CPQ Cuts Costs* \(July 2016\)](#)

The bottom line: CPQ makes a difference for sales organizations in both performance and in profits. While any new technology can and should be held to stringent standards regarding its ability to deliver ROI, the data shows CPQ passes such a litmus test with flying colors. For more on the value of CPQ, read the report highlighted above.