

WHY SALES LEADERS SHOULD RIDE THE CPQ ADOPTION WAVE

Aberdeen Group has found that Best-in-Class organizations are twice as likely to use CPQ technology, but only 19% of all organizations surveyed have an active deployment. Adopting any technology in its early adoption phases may seem risky, but the rewards speak for themselves.

**CPQ Users
enjoy:**



**as compared to
non-users.**

→ [Read the full report: *Unlocking Competitive Sales Advantages with CPQ, Aberdeen Group, 2017*](#)

The bottom line: CPQ has the potential to be a transformative sales technology for organizations of all sizes. While some emerging technologies are apt to fizzle out, the benefits shown by CPQ users ensure that the technology will only grow in popularity and utility with sales teams. It's vital for organizations to catch on to CPQ while the early adoption wave is still on the rise.