



# What a Configure-Price-Quote (CPQ) Solution Can Do for You

Those who use CPQ solutions  
outperform non-users by 105 percent



# CPQ Equals Stronger Sales

If you want to be best-in-class, you need to deploy best-in-class CPQ solutions.

Being able to capture new business, exceed the expectations of customers and set a solid foundation for future growth relies on how well your company responds to every opportunity to sell. One of the most powerful ways to do this is to create quick and accurate quotes, proposals and pricing estimates that clearly reflect what you can do to best serve your customers.

**Table 1: CPQ Users Outperform Other Companies**

Key Performance Indicators	CPQ Users	vs.	Non-Users
Lead Conversion Rate	35%	vs.	30%
Average Sales Cycle	3.42 months	vs.	4.68 months
Average Number of Quotes	20.9 per month	vs.	14.0 per month
Average Deal Size	\$432K	vs.	\$211K

Let's take a closer look at these Key Performance Indicators.

*\*Research shows that CPQ users outperform non-CPQ users by a whopping 105 percent!*

## Cincom CPQ Case Studies

### Proposal Time Cut from 3-5 Days to 15 Minutes

This \$3.5 billion provider of power protection and environmental control systems was able to eliminate proposal reviews and rework, while also creating cross-selling and upselling opportunities at the point of sale.

### Lead Times Reduced by 51 Percent

E-ONE is the largest manufacturer of fire rescue vehicles in the United States. With up to 14,000 customizable features, E-ONE needed a robust configure-price-quote solution that could handle the complexity of its product offerings. Cincom CPQ allowed them to improve the effectiveness of their dealers while reducing order processing time by 41 percent.

*For more information on these and other CPQ case studies, visit: [www.cincom.com/cpq](http://www.cincom.com/cpq).*

# What Would It Mean to Convert More of Your Leads into Sales?

Lead conversion rate for non-CPQ users = 30%

Lead conversion rate for CPQ users = 35%

A CPQ solution can give you the specifics you need to effectively connect with the customer during every conversation, which leads to quicker purchasing decisions.

Companies using CPQ show a 2 percent improvement in the overall lead conversion rate, versus a 2.1 percent decline for companies not using CPQ on a year-over-year basis.

Lead conversion efficiency can lead to a shortened sales cycle; however, CPQ users not only perform better around lead conversion efficiency, but also around proposal volume, as well as quota attainment.

The right CPQ solution facilitates faster turnaround times for the customer—at all stages of the buying cycle.

## Cincom CPQ Case Studies

### Order Entry Process Reduced from Two Days to Two Minutes

Greenheck Fan is a leading manufacturer of air movement and control equipment. They not only reduced their order entry time from two days to two minutes, they were also able to dramatically streamline the order-to-delivery process.

### Average Lead Time Reduced from 14 Weeks to Less than Six Weeks

Air Products and Chemicals is an international supplier of industrial gases and related equipment. They were able to shave eight weeks from their lead time, remove two weeks from the design process and reduce unit costs by 28 percent.

For more information on these and other CPQ case studies, visit: [www.cincom.com/cpq](http://www.cincom.com/cpq).

# How about Shortening Your Sales Cycle by More than a Month?

When selling to any company, a shortened sales cycle represents an obvious advantage.

However, since the use of CPQ tools is generally associated with more complex and expensive solutions, a shortened sales cycle is even more advantageous.

Current adopters of CPQ technologies not only have fewer conversations with their prospects, but those conversations result in better lead conversion (and thus a shortened sales cycle) as well.

A CPQ solution allows you to present the right offer at the right time to your customers by creating a quote or proposal that is specific to their needs and far more buyer-friendly than a generic one-size-fits-all template.

This makes it easier for the customer to buy. And when you respect your customer's time, you earn the chance to serve them more—especially if the CPQ solution is used to deliver more accurate proposals earlier in the sales cycle.

## Average Sales Cycle

Non-CPQ users = 4.68 months

CPQ users = 3.42 months

## Cincom CPQ Case Studies

### Cut 66 Percent from the Cost of Every Quote

Siemens, a global powerhouse in electronics and electrical engineering, produces anywhere from 300 to 500 quotes monthly. They were able to reduce certified quotation times from 4-6 weeks to just one hour.

### Reduced Involvement in Quoting by 80 Percent

Italian manufacturer, Fassi, produces 10,000 custom-built cranes per year from over 30,000 possible configurations. Fassi was able to reduce the manual quoting by experts and reaped a huge reduction in the time needed to launch an order into production.

For more information on these and other CPQ case studies, visit: [www.cincom.com/cpq](http://www.cincom.com/cpq).

# Increase the Average Number of Quotes by More than 25 Percent

Average number of quotes for non-CPQ users = 14.0/month

Average number of quotes for CPQ users = 20.9/month

CPQ-enabled sales reps take 27 percent less time (3.6 hours) to produce a typical quote or proposal than those not using CPQ (4.9 hours). Added to this is the fact that best-in-class companies actually deliver fewer versions of the average quote or proposal than all other firms.

CPQ users can do this because CPQ adds a crucial layer of customization that allows sales reps to write more accurate quotes in less time, and therefore frees them up to use their capabilities most effectively for nurturing and closing complex business deals.

With more quotes going out and a better lead conversion rate as well, CPQ technology enables more time spent on closing deals and less time spent on performing administrative functions.

## Additional CPQ Benefits

- Companies using CPQ software have 100 percent accurate configurations resulting in higher overall revenue.
- When supported by CPQ, 58 percent of sales reps achieve quota versus 46 percent when not supported by CPQ.
- Overall team attainment of sales quota is greater when using CPQ (56 percent) than when not using CPQ (52 percent).

# How about Doubling Your Sales?

**Use of a CPQ solution increases the average deal size from 211K to 432K.**

Customers tend to buy from the company that is easiest to do business with. CPQ helps with this goal by providing:

1. **A better understanding of your customers' needs** – Being able to present your buyer with the “right offer at the right time” is well-supported by the use of CPQ.
2. **“Knowledge capture” of your best sales reps** – This is one of the main reasons that CPQs extend sales effectiveness.
3. **Respect for your customer's time** – Sales reps using CPQ deliver fewer versions of the average quote than all other firms, which keeps it simple for you, the company and especially the customer.

Additionally, with CPQ, it's possible to enable all of your sales channels, partners and customers to accurately configure, price and quote even your most complex products and services, often right at the point of sale.

This simplifies the process for your customers and makes it more likely that they will close the deal.

# See What Cincom CPQ™ Can Do for You

## Sell More. Sell Faster. Sell Anywhere.

Cincom has provided software to simplify business operations and customer communications for nearly 50 years. Our advanced configure-price-quote solution, Cincom CPQ, is proven to help you:

- Win more business
- Operate effeciently
- Deliver as promised.

Cincom CPQ supports all channels and roles, all desktop and mobile devices and easily integrates with all major CRM, ERP, e-commerce and engineering systems. **Request a demo today!**

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FORM CPQUS1503072 5/15

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