

How to Create an Attractive Dealer Quoting Experience





Sales Experience Alone Drives 53 Percent of Customer Loyalty.¹

As a manufacturer, you rely on the loyalty of those who sell your product to the end-customer: your dealer network. And as with customers in just about any other industry, a positive experience goes a long way in winning repeat business from your dealers.

In order to deliver a winning experience that sets you apart from your competition, you need to implement buying and selling solutions that bring speed, responsiveness, accuracy and simplicity to the sales process. In

other words, you need to reduce the barriers between your dealer and the sale.

"... manufacturing and wholesale trade firms will spend more on commerce technology by the end of the decade than their peers in B2C retail."

*– Peter Sheldon,
Forrester Research.²*

1. Conference Executive Board, "The Challenger Sale." Retrieved from www.executiveboard.com/.

2. Forrester Research, Inc., "Announcing Forrester's 2015 B2B Commerce Suites Wave," June 29, 2015. Retrieved from http://blogs.forrester.com/peter_sheldon/.



Configuration Isn't Just about the Products You Sell

Tips for Improving the Configuration Process

- **Think like a dealer and put agility above manufacturer efficiency in designing your configurator.** Being able to change a product configuration on the fly and still have pricing updated in real time only happens when a system has been designed for agility. Too often product configurators are designed to support manufacturing first, and customers, channels and sales are second.
- **Maximize your dealers' earning potential.** The configuration process should provide the sales rep with numerous upselling and cross-selling opportunities to increase profit. If a customer wants one option, the CPQ platform should offer additional related options to increase the value of the sale.
- **Deploy guided-selling applications.** Effective CPQ software should walk the sales rep and the customer through the buying process, providing extra information and alternative suggestions along the way, and lead them to the product that is best suited to meet the customer's needs.

"CPQ provides a standardization of content and reduction of friction in the contracting process, both of which make the customer's life that much easier."

– Peter Ostrow,
Aberdeen Group.³

3. Peter Ostrow, Business2Community, "Why CPQ? Why Me?" October. 12, 2014. Retrieved from www.business2community.com/.

Overcoming the Challenge of Selling through Dealers
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“Companies choosing to replace multiple and often competing manual CPQ systems with a single, enterprise-wide system are seeing a reduction in sales cycle times and an increase in win rates.”

– Louis Columbus,
Forbes Contributor.⁴

Pricing Can Build Sales and Trust

Tips for Improving the Pricing Process

- **Automate pricing at the dealer level.** The speed of transactions in the components industry amplifies just how critical automating the pricing process is. Consider how much more business you could help your dealer win if you automated 99 percent of all pricing.
- **Implement a consistent pricing model.** You can't automate pricing if you're working off of mismatched price lists. Consistency across the dealer organization is key to building trust.
- **Empower customers with information.** Enabling your dealers to deliver pricing functionality to their customers through a buying portal can greatly accelerate the buying cycle, giving dealers one more tool in their arsenal to engage customers with.

⁴ Louis Columbus, "What's Hot in CRM Applications, 2015: Why CPQ Continues to Accelerate." April 12, 2015. Retrieved from www.forbes.com/sites/louiscolumbus/.

How Cincom CPQ Creates Value with Guided Selling
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Quotes Should Be Comprehensive and Representative of Who You Are

Tips for Improving the Quoting Process

- **Audit your quoting process from the customer's perspective first.** The more you can offer, the less the dealer has to create, which certainly speeds up the sales process. But that also means you need to make sure that what you are offering is as comprehensive as possible from the customer's perspective.
- **Quotes are more powerful as a competitive strategy.** You need a quoting system and strategy that can deliver the full force of your company in one strong response, with pricing aligned to delivery dates and the product or service thoroughly defined.
- **Build your quoting system to scale across all sales channels.** Homegrown applications can't scale across new sales channels fast enough to keep up with the needs of a growing business. Creating an enterprise-wide quoting strategy can solve the scalability issue in a big hurry.

5. The Aberdeen Group, "Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale," July 2013.

Three Steps to Increasing Revenue through Dealer Loyalty
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CPQ users average 20.9 proposals per rep per month compared to 14 proposals per rep per month at other organizations.⁵



Positive Experiences Create Positive Results

Creating an impactful dealer experience requires a strategic approach to the implementation of configuration, pricing and quoting processes:

- Emphasize usability and minimize front-end complexity.
- Create tools that guide dealers and customers through the process.
- Every step of the process is a chance to create value for you and your dealers. Don't cut corners on the back end that shortchange them on the front end.
- Be agile and adaptable as demands in the market change. Don't lock yourself into a process that is going to quickly date itself.

What's Next?

The more barriers you can reduce in the sales process, the more business dealers will bring you. If you have a CPQ strategy in place, work with your sales team to implement some of these ideas. If you are considering CPQ solutions for your business, start with vendor research and look for a company that can build a solution that works for you.



Want More Information?

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