



Benefits of CPQ

The CPQ for Today's Businesses

Today's consumers are more demanding than ever. Whether you're a manufacturer, retailer, or wholesaler, chances are these obstacles are a part of your day to day business. Perhaps it's time you consider exploring what a modern CPQ can do for you.

While CPQ requires an investment in time and energy, the right CPQ will deliver a return on that investment that far exceeds expectations and literally pays for itself. Verenia's CPQ will have you up and running in a fraction of the time required by traditional CPQ's.

Gain immediate benefits with CPQ:

Never train another sales rep again. New sales reps can start selling on day 1.

Sell like Amazon. Provide your customers with the shopping experience they expect on your eCommerce site.

Guided selling eliminates spreadsheets and searching for part numbers. Increase in cross-sell and upsell selling opportunities.

Configure complex products and services, calculate dimensions, create dynamic BOM and routings, image generation (CPI) and create instant part numbers.

A True Omnichannel CPQ

Unlike traditional CPQ's, our innovative solutions are creating a category of their own by bringing together our cloud based CPQ and eCommerce platform, making it a powerful solution capable of servicing all users in a company.

Single Sourced Platform

CPQ solutions shouldn't just be used as a quoting tool. They should be used to their full potential for all departments to utilize. CPQ should also be used by those people responsible for production and orders. They can support sales directly while gaining a better understanding of each other's needs and challenges.

Guided Selling

A CPQ system will allow you to sell your products and services the same way as your biggest competitor, Amazon. Provide your customers with the shopping experience they expect on your eCommerce site. The guided selling function of a CPQ helps customers find products and services that match their specific needs and wants.

- ✓ Guided Selling without product number knowledge
- ✓ 100% correct quotes and orders
- ✓ Minimal training for new sales reps
- ✓ Cross-sell, upsell and discount opportunities

Never train another sales rep again

Stop wasting valuable time on training and retraining sales reps. CPQ is so easy to use, that your sales team can start utilizing it on the first day. A CPQ system can be programmed to quickly scale product knowledge. It does this by serving up recommendations for products based on a prospect's needs. This tool improves the accuracy of information delivered to the prospect without solely depending on recall of the initial sales training or the limited time of SMEs (Subject Matter Experts).

Results

Here are just some of the results you can expect to see after implementing CPQ

- ▶ **93%** error reduction
- ▶ **99%** reduction in training
- ▶ **105%** larger deal size
- ▶ **49%** average prop volume
- ▶ **19%** higher lead conversion rate
- ▶ **27%** shorter sales cycle

Key Features:

- ✓ Sell Like Amazon
- ✓ Cloud-based Platform
- ✓ Custom templates and themes
- ✓ Integrates with MSD 365
- ✓ Multidirectional Rules
- ✓ Easy Implementation
- ✓ Upsell and Cross sell recommendations
- ✓ Accessible from multiple devices
- ✓ Improvement on both frontend and backend of sales

Customer expectations are changing. Let Verenia CPQ guide you to success. For more information and to request a demo of Verenia CPQ visit peoplesenseerp.com.