



# Elevate Your Sales Game with CPQ

## *A Transformative Tool for Sales*

In today's fast-paced business environment, sales professionals face numerous challenges when it comes to configuring, pricing, and quoting complex products and services. The complexity of today's offerings, rising customer expectations, and the uncertain state of the economy present challenges that sales teams must overcome daily.

This is where Tacton Configure, Price, Quote (CPQ) comes into play, revolutionizing the sales process by streamlining and automating critical sales tasks. Let's look at the challenges facing manufacturers and the benefits of CPQ for sales representatives:

### Challenge:

#### **An Error Prone Configuration Process**

Sales professionals who aren't using CPQ solutions use a variety of tools and features that they believe will increase their efficiency and productivity. These tools range from Excel sheets to homegrown configuration tools. While they are reliable sources of information, they frequently contain flaws that force your team to perform pricey reworks while also keeping customers waiting.

#### **CPQ Advantages for Sales:**

##### **Streamlined Configuration Process**

CPQ software enables sales representatives to configure products and services with ease by guiding them through the configuration process. This eliminates the need to rely on technical experts, reducing time spent on back-and-forth communication and eliminating any potential errors.

##### **Error-Free Configurations**

CPQ tools guide sales reps through the configuration process, ensuring that all product and service options are compatible and valid. This reduces the risk of errors, order cancellations, and returns, leading to trusted configurations for both your sales team and customer.

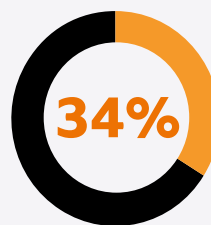
##### **Automated Pricing**

CPQ systems automatically calculate accurate prices based on predefined rules, discounts, and pricing models. This eliminates manual errors, reduces time-consuming pricing negotiations, and enables sales reps to provide quotes quickly.

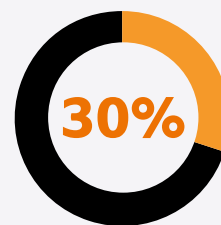
##### **Accelerated Quote Generation**

With CPQ, sales reps can generate professional-looking quotes and proposals within minutes, utilizing pre-built templates and branding options. This eliminates the need for manual document creation, ensuring faster response times to customer inquiries. **Quick turnaround times increase the likelihood of winning deals before competitors.**

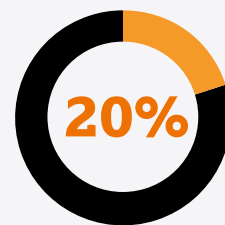
#### **Annual Impact working with Tacton CPQ:**



efficiency  
increase



sales volume  
increase



increase  
in profit

### Silos across the Organization Impede Selling:

In manufacturing organizations, silos often exist, leading to a fragmented structure where individual departments operate in isolation, utilizing their distinct systems, processes, and data. This approach can impede effective communication, collaboration, and information sharing across different functional areas within the organization.

### Opportunities with CPQ:

#### Integration with CRM, ERP, and more

CPQ seamlessly integrates with your business-critical systems, allowing sales teams to access customer data, manage opportunities, and track quotes and orders. This integration eliminates data silos, enhances collaboration, and provides a holistic view of the sales process.

#### Enhanced Accuracy and Consistency

CPQ solutions are designed to minimize errors and ensure consistency throughout the sales cycle, resulting in improved customer satisfaction and reduced rework. Key benefits include:

#### Pricing Accuracy

By automating pricing calculations, CPQ eliminates manual errors and ensures that prices are accurate and consistent across all quotes and proposals. This prevents underpricing or overpricing, maintaining profitability and preserving customer trust.

#### Quicker Sales Cycles and Deal Closure

CPQ solutions significantly reduce the time it takes to generate quotes, resolve pricing discrepancies, and close deals.

#### Enhanced Customer Experience

CPQ solutions empower sales professionals to deliver an exceptional customer experience by providing accurate information, personalized recommendations, and quick responses to customer requests.

#### A New Journey Requires a New Solution

Tacton CPQ has revolutionized the way that sales professionals configure, price, and quote complex goods and services. Sales teams can improve their productivity, accuracy, and customer experience by utilizing CPQ. By implementing a Tacton CPQ, sales personas are given the resources they need to optimize their operations, close deals more quickly, and ultimately increase revenue.

### What's next?

Let's discuss your business and how Tacton can help create a fast and flawless selling process!

[Let's talk!](#)



Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's Configure Price Quote software is named a Leader by Gartner in the Magic Quadrant for CPQ Application Suites and is recognized for its advanced product configuration and visualization capabilities.

Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and CAD Design Automation. Since 1998, Tacton is trusted by global customers such as ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo.

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