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Seven Strategies
for Improving Sales
Effectiveness on
Salesforce CRM

Model **N**

According to a recent survey in CSO Insights, increasing sales effectiveness is typically one of the top objectives for companies that have implemented a CRM solution. Improvements in sales effectiveness can be made across a broad range activity in the sales process. Often the initial areas of improvement revolve around content management, time management and lead/opportunity engagement.

**Less than
45%**
consider quoting
a most used
CRM function

A survey by Capterra of 500 CRM users indicated the top most used feature of CRM was calendar management followed by email marketing. This same survey showed that less than 45% of respondents considered quoting and proposal management a most used function which makes sense in the typical day of a sales person, but highlights a big opportunity for improving sales effectiveness. According to industry analyst research, automated tools for quoting and contract management have demonstrated dramatic improvements:

- 25%+ increase in selling face time
- 90% improvements in quoting accuracy
- 28% reduction in sales cycles
- 55% increase in upsells and cross-sells

For companies that have already implemented Salesforce CRM, capturing these types of improvements in sales effectiveness can be very straight forward. Here are 7 strategies to consider.

1. Make quoting a natural extension of CRM with a native Salesforce App

Native Salesforce apps are designed into Salesforce itself, making them immediately usable by any sales team in Salesforce.

Salesforce Sales Cloud has a quoting capability, but most companies find that it is somewhat limiting. For this reason, quoting specific applications such as CPQ (Configure, Price, Quote) are readily available. Once reserved for companies with the most complex configuration challenges, CPQ is a mainstream addition to CRM because of the boost it provides to the quoting process.

Salesforce native CPQ solutions leverage the same user interface, customer data and security model as Sales Cloud. This makes Salesforce native apps much more intuitive for your sales team, reducing the time and costs

of onboard another technology. And the built-in work flow of native CPQ makes quoting a natural extension of your existing sales application, immediately enabling any member of your sales team to convert an opportunity to a quote with 1 click.



“ We implemented Salesforce then we started looking at how we do quotations. How do we integrate that into the Salesforce package so that it was all one seamless approach. — Corporate Director of Marketing Southern States ”

2. Making sales happen anytime, anywhere from smartphones and other mobile devices

Best practices from market leaders include taking quoting mobile and responding to opportunities faster

Mobile devices have changed the game for sales professionals. Arming sales reps with complete and accurate product and pricing information at the point of engagement with the customer is an obvious win.

Providing quoting apps on any mobile device, giving sales teams the flexibility to literally produce and deliver a quote while still meeting with the customer is a clear best practice of market leaders.

Using mobile devices to streamline the internal approval and exception management process is also a big improvement in sales effectiveness, driving shorter sales cycles and better responsiveness to customers.

30%
increase
in close rates with
mobile quoting



3. Simplify complexity to drive faster, error free quoting with intelligent CPQ

Complexity in configuration of products and solutions is unavoidable, but complexity in quoting is not when you have the right solution.

Delivering the most accurate, complete quote for any product configuration quickly, no matter how complex, drives big improvements in sales effectiveness and productivity.

Intelligent CPQ applications focus on simplifying complexities in pricing and configuration, and cutting down the number of steps in the process.

Watch out for old school CPQ solutions that are good at identifying errors in configuration, but don't provide sales people guidance in avoiding those errors.

Solutions should present only valid combinations of configurations and prices based on the quote in process to drive time out of the quoting process and increase quote accuracy. Even better, by providing sales reps with automatic rules explanations why an option may be unavailable, and built in guidance to explain what changes to make in order to include it, sales can deliver 100% accurate quotes much easier and faster.

Intelligent CPQ identifies what's valid, not what's wrong



Our objective was to make selling easier for our sales force. Model N empowers our sales reps to calculate accurate prices and quotes, automates workflows, and provides complete visibility into approval processes. —CIO Sesotec GmbH



4. Make manual management of proposals and contracts a thing of the past

Building proposal and contract management into the quoting process saves time and keeps sales in front of the customer.

Most companies consider contracts to be critically important to their business, yet over 85% of companies manage some or all of their sales contract process manually according to a recent survey.

Sales teams waste valuable time creating proposals and contract documents and managing those documents through internal approval cycles. This lack of automation also leads to increased risk. In a recent survey 43% of

18%
of sale cycle
spent managing
documents

companies indicated that they were challenged with maintaining standardized contract terms.

Extending the quoting process in CRM with CLM tools to incorporate automated proposal and contract management can boost sales effectiveness several ways:

- **Reducing risk and contract rework** by leveraging the quoting tool to assemble the appropriate contracts and terms based on the quote itself
- **Cutting down administration** time and confusion by automatically managing document versions across all approvers and with customers
- **Streamlining approval** and negotiation with visible workflows, notifications and alerts built into the CRM system
- Enabling **electronic signature** for proposal and contracts

A best practice to consider is finding a CLM solution that uses Microsoft Word within Salesforce. It combines a familiar document format within a consistent, secure Salesforce CRM environment.

5. Giving sales reps the flexibility to quickly map customers' specific needs to the right solutions

Enabling sales reps to be more effective in terms of how, what and when they sell is critical to closing more business.

The bottom line is that sales are made or lost by how well a sales rep can define and sell solutions based on your company's existing products and services. Customers' needs are always changing – fast– and to get new sales its critically important to align their specific product, pricing and service needs to what you can deliver.

Guided selling capabilities in an enterprise grade CPQ can provide sales teams with a fast, consistent and repeatable way to match customer needs to the appropriate products.

By working with customers to answer specific questions, the quoting tool can guide the process and selection of products to arrive at an optimal quote. Guided selling also facilitates the assembly of solutions including, products, services and support on a single quote, aligning quotes more closely with customer needs to drive up win rates.

We're selling more of our ability to solve problems than just products, that's why each quote is critical to our pipeline and growth. Model N CPQ is purpose built for accuracy and speed.

—VP of International Sales of an industrial products manufacturing company



6. Aligning channel sales incentives with company sales objectives

Integrating rebate programs with CRM and quoting can improve revenues, and it can improve sales effectiveness.

Many companies use channels incentive programs such as rebates, but often these programs are managed in spreadsheets or standalone systems. As a result, there is often a disconnect between the goals of the programs and their impact on the business and the corporate sales team.

For companies working with partners, the ability to incorporate rebate programs into the quoting process dramatically improves sales effectiveness with the channel and drives improved revenues with better visibility to net deal values.

Extending the CRM as a tool for distributors for deal registration, quoting and rebates processing boosts visibility, forecasting accuracy, improves channel loyalty and drives sales.

In addition, automating rebate management as an extension to CRM delivers efficiencies in rebate program management and rebates processing accuracy which can save significant amounts in avoiding rebate over payments so common with manual processing.

Successful rebate programs add
1-3%
to topline

7. Increase revenues with quoting analytics and content driven upsell and cross-sell

Market leaders are 50% more likely to capture and reuse sales knowledge in their CPQ systems which leads to higher revenues.

Leading companies are using CPQ solutions to increase average deal sizes through upsell and cross sell of the most profitable or popular product configurations, options and services that customers are buying.

The ability to capture the knowledge of what is working with customers and build it directly into the quoting process is the foundation to establish a consistent sales approach that maximizes revenue per opportunity. And having it built into the quoting tool means that you can respond quickly to market opportunities and create, target and launch upsell and cross-sell strategies company-wide.

Quoting analytics increase close rates of upsell and cross-sell strategies by seeing which offers are working for which specific customer audiences and segments. Analytics also enable product, marketing and sales teams to respond to market behaviors and to increase the success of new product introductions, feature updates, and new service programs.



The Bottom Line

An enhanced CRM solution can provide the foundation for implementing strategies that improve sales effectiveness, resulting in increased revenues and improved customer satisfaction

With the Salesforce CRM platform, companies can more easily incorporate the addition of applications to drive improvements in a variety of sales processes. Salesforce native applications are the best approach:

- More easily adopted with the same look and feel as Salesforce
- Faster and more cost effective to implement, the applications run in the same Salesforce cloud environment
- Easier to manage, using the same data models, security, configurability and extensibility

Model N provides solutions that can be added to Salesforce CRM to make high impact, sales effectiveness improvements

Model N CPQ – automates the configuration, pricing and quoting process, eliminates errors, and guides sales to quickly assemble winning quotes, with upsell, cross-sell recommendations to increase deal value.

Model N CLM – provides a central contract repository, automates proposal and contract creation, version control and approval workflows, and uses Microsoft Word documents for easy authoring, redlining and search.

Model N Rebates Management – makes it easy to create and manage rebate programs, review and validate accurate rebate payments and communicate program attainment with partners.

Model N for Salesforce CPQ – is a suite of upgrades for Salesforce CPQ with critical capabilities to improve contract management, configuration and pricing with SAP, integration with Excel and order placement in SAP.

Enterprise Grade Solutions for Salesforce

Bringing proven success at maximizing sales effectiveness and revenues on a global scale to the Salesforce CRM platform.

Over 150 companies managing over \$240 billion in revenues annually in over 100 countries depend on Model N to enable direct and indirect channels spanning over 50,000 users. Model N solutions are designed to address the complex, corporate-wide needs of manufacturers of configured products and services using Salesforce CRM and are differentiated by our enterprise grade capabilities:

- **End-to-end.** Effectively streamlining the sales process depends on an end-to-end solution incorporating pricing, configuration, quoting, contract life cycle management, rebates and analytics working together seamlessly for direct and indirect channels.

- **Robust and interoperable.** Designed for complex configured products and services, Model N solutions optimize technology innovations to simplify complexity and make the quoting and contracting process easier. Model N is also designed to interoperate with ERP systems out of the box, including native synchronization to SAP pricing procedures, Variant Configuration and order systems.
- **Performance and scalability.** Applications on Salesforce are notorious for being slow and hard to scale. Model N has introduced an advanced performance architecture for Salesforce applications that delivers an order of magnitude faster response for complex pricing, configuration, quoting and analytics challenges.

Learn more at www.modeln.com

Sources

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Aberdeen Group: Putting The C In CPQ: Configuration Management In High tech. June, 2015

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