

A photograph of a business meeting. In the foreground, a person's hand is pointing at a tablet displaying various data charts and graphs. Another person's hand is visible in the background, holding a pen. A laptop is open on the table. The scene is lit with warm, golden light from the left, creating a professional and collaborative atmosphere. The background is slightly blurred, focusing attention on the interaction with the technology.

3 Contract Management Success Secrets

That Increase Sales

Model **N**

Perspectives on Increasing Sales Success with Contract Management

Selling Power and Model N conducted research with SMB and Enterprise companies to determine the effectiveness of their current contract management processes. The insights from these 160 companies highlight that companies making investments to automate their processes are delivering a new customer experience.

Most companies see contracts as critical documents for their business, but the creation and management of contracts is typically a manual process – 91% of companies in the survey required some manual intervention in the process.

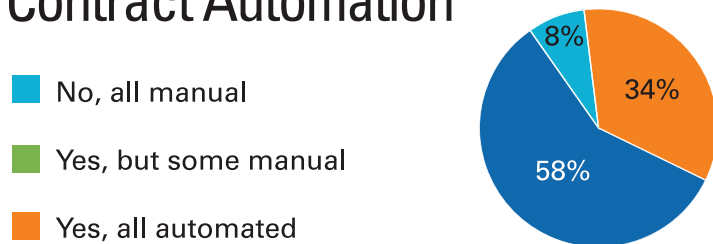
With more companies adopting CPQ tools, the speed and efficiency of quoting is dramatically improved. Sales operations is now looking to drive further improvements around contract creation and approval.

The research included companies across a variety of industries, with sales cycles spanning three months to over one year, and revenue from less than \$50M to over \$1B. Across all businesses, three strategies emerged as critical for improving sales success.

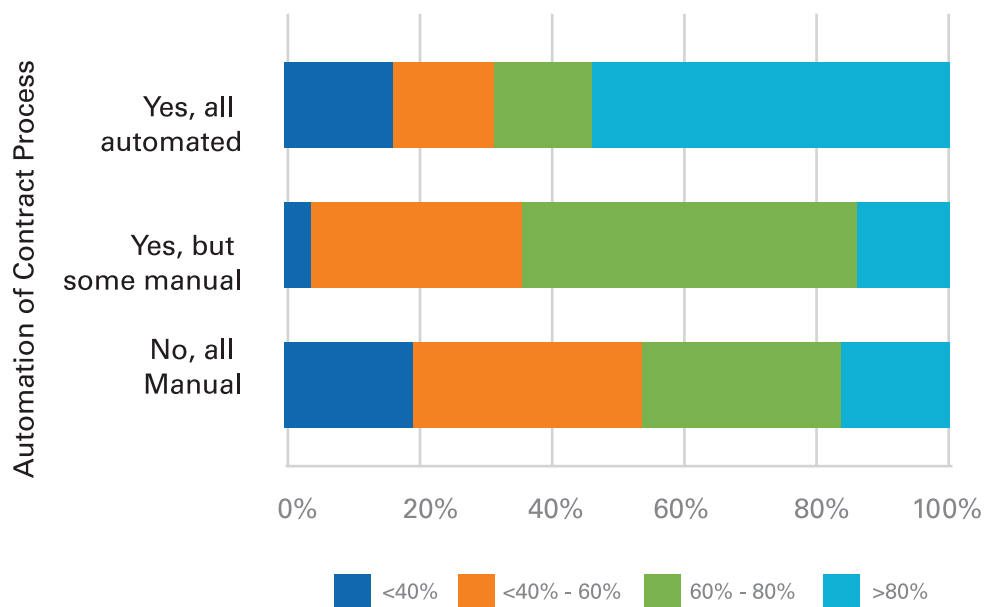
50% of those surveyed said the contract approval process delays sales

Automate contract creation processes

Contract Automation



Time with Customers

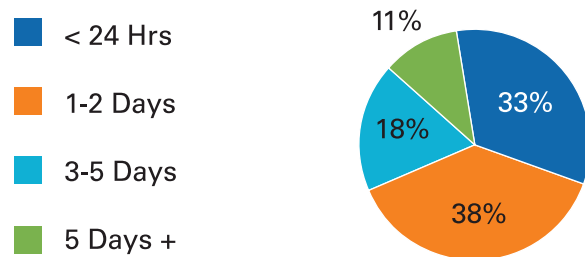


54% of companies with full automation spend >80% of time with customers, only 14% of those not fully automated reach this level

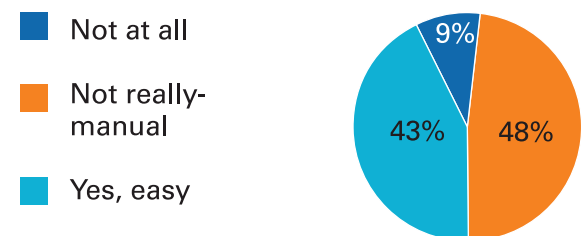
For the majority of companies, assembly of contracts involves manual steps, taking away selling time. But for those companies with fully-automated contract management, over half are able to spend over 80% of their time engaged with customers.

Simplify approvals and make contract status more visible

Average Approval Time



Visibility to Approval Status

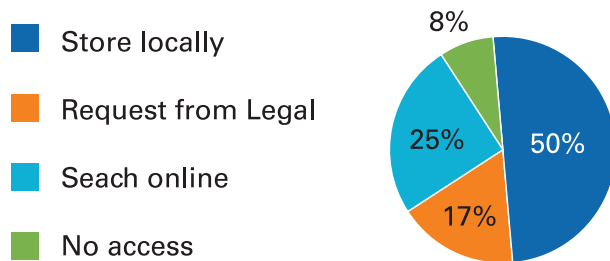


77% approve contracts within 24 hours with automation

Companies with automated contract systems were 44% more likely to easily track approval status, and 77% of those companies had approval times under 24 hours. When approvals take three days or longer, 61% of respondents feel there is a negative impact on sales.

Provide easy, online access to contracts

Access to Customer Contracts



contracts **26% less**
likely to interrupt selling
if online

Once a contract is complete, the most common way for sales people to ensure access to the contract document is to keep a copy themselves. It's a typical practice, although one that creates a variety of risks for the company. When contracts were available online, companies were 26% less likely to cite contract management processes as a top three interruption to their selling time.

Automating contract processes increases selling time

Contract management was cited by 60% of companies as a top interruption to selling time. And 96% of respondents felt they would be more effective if they had more time to engage with customers.

96% would be more effective with more customer time

Automating the quote to contract process can yield significant benefits. Sales teams will see more selling time and shorter sales cycles. Management and Legal will see more accuracy and lower risk. And customers will appreciate more efficient experience.

Model N, the platform for Digital Reinvention, enables you to drive new business models and deliver new customer experiences by automating the sales experience across Configure, Price, Quote (CPQ), Contract Lifecycle Management (CLM), Rebate Management, MDF Management and Channel Data Management (CDM). Additional information on the Model N solutions is available at www.modeln.com.

The research also takes a look at sales strategy and objectives, as well as, a deeper analysis of the processes used by sales teams through the proposal, quote and contract phases of the sale.

Download the complete survey [here](#).



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