

5 Essential Capabilities to
**Improve the Quote to
Contract Process in Salesforce**

Model **N**

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While most companies agree that their contracts are critical documents for their business, the creation, approval and management of contracts typically remains a manual process. With more companies adopting CPQ tools like Salesforce and Model N Quote to Cash, the speed and efficiency of the quoting process is dramatically improved, leaving sales operations looking to drive further improvements in sales processes such as contract creation and approval.

Shorten Sales Cycles, Reduce Risk and Improve Customer Satisfaction

Transforming the quote to contract process can yield significant benefits across the company. Sales teams will see shorter sales cycles with less time spent manipulating documents and waiting for approvals. Management and Legal will see more accuracy and lower risk with fewer occurrences of non-standard contracts. And customers will appreciate more efficient and collaborative interactions with their sales person.

When looking to improve the quote to contract process there are 5 essential capabilities that drive big benefits.

1

STANDARDIZE DOCUMENTS

Most modern CPQ solutions, and certainly Salesforce and Model N CPQ, have the ability to generate documents from quotes. Look for ways to leverage the configuration capabilities of the CPQ tool to drive the use of standardized contracts that are appropriate for the products and services on the quote. Guiding the sales person to the right contracts with the appropriate terms is a big improvement in increasing efficiency and lowering risk.



2

AUTOMATE. AUTOMATE. AUTOMATE.

Document generation from the quote is a great first step, but look to continue to eliminate any manual steps in the process. A big win is to ensure that contract versions are automatically tracked and maintained in Salesforce so that everyone involved in review and approval is working off the right document. Look for an automated way to keep an audit trail for changes along with the documents. Emails are hard to track and reference. Finally, automate the negotiation process with customers, by incorporating tracked changes in documents back into the quote system.



3

LEVERAGE WORKFLOW TO AVOID PROCESS BOTTLENECKS

As with the quoting process, contracts also have an approval process. Bring visibility to the process, required approvals and status of the documents to facilitate the sales person's ability to complete the transaction. Look for tools to ensure that workflows can accommodate multiple routes, delegates in case of absence, and triggers or notifications to avoid delays.



4

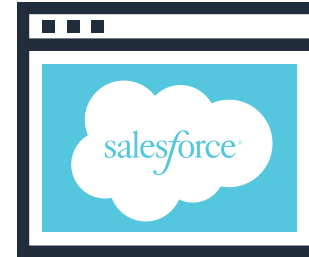
USE STANDARDS LIKE MICROSOFT WORD

There are many approaches to creating, editing and sharing documents; but the most common and accepted approach is to use Microsoft Word®. The good news is that there are solutions available that can bring the essential capabilities described above to Microsoft Word within a Salesforce environment. Make it easier for your Legal team, sales reps and customers by using a tool they all know and like.



5

KEEP IT IN SALESFORCE



The more streamlined the process, the easier it is for sales to adopt and use. Keeping the quote to contract process native in Salesforce is a key advantage that reinforces several of these essential capabilities. A Salesforce native solution will benefit your company in standardization, visibility and automation by closer integration with Salesforce CPQ.

ADD REDLINING TO SALESFORCE CPQ

Model N CPQ supports the ability to redline documents with MS Word, and one of the easiest ways to improve the Salesforce CPQ quote to contract process is with Model N Authoring for Salesforce CPQ. This simple addition empowers sales people to transform the quote to contract process:

- Access standard document templates directly from the quote driven by the items included on the quotes
- Collaborate both internally and with customers on document redlines using standard Microsoft Word documents
- Automatically version control documents that are changed during review and approval
- Simple and effective audit trail leverages Chatter to capture notes on new versions
- Contract terms changes are automatically synchronized with the quote and made visible in the related items pages.



MODEL N CLM

For companies that want to implement a full featured Contract Lifecycle Management (CLM) solution, Model N CLM is the best integrated solution available. The product is Salesforce native, keeping your sales, administration and legal teams in the same familiar Salesforce environment.

- Enable legal teams to easily author and maintain full libraries of standard templates and clauses using Microsoft Word
- Empower sales teams to easily convert quotes to contracts with a single click
- Enable collaboration and redlining using Microsoft Word documents that are automatically version controlled and tracked with an audit trail
- Fully configurable contract lifecycle workflows to simplify and shorten approval cycles
- Centralized contract repository right in Salesforce with alerts and notifications to drive renewals
- Ability to import 3rd party documents is fast and easy, and digital signature capabilities speeds up the entire contract process.

For more information visit www.modeln.com



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