Safe Harbor Statement

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Talking Points

The New Customer

Modern Selling Challenges and Imperatives

Interacting with your Customer

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Empowered Customers
Who are We Selling To?

something has
CHANGED

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Empowered Customers
Who are We Selling To?

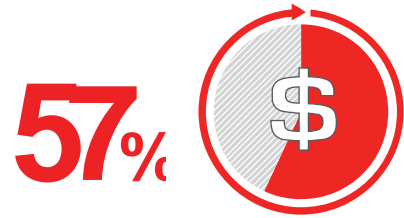## your customer has CHANGED

Social | Mobile | Y-gen | Self Discovery | Buying | Learning | Targets | Choice | Value | Expectation | Information
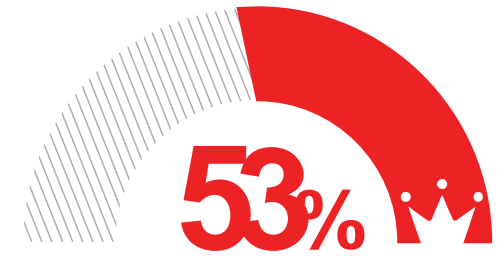
Modern Selling Imperatives
Is Your Organization Prepared?

57%
of purchase cycle complete
before engaging with a supplier

1 in 2
sales reps need to be
re-trained or turned over

53%
of B2B customer loyalty is driven
by the sales experience

Sources: CEB, Bain POV Future of B2B Sales

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Challenges in the Modern Selling Environment

1 — Not Enough Pipeline
Over 57% CSOs rate ability to incubate leads as a major concern

2 — Not Enough Selling Time
1/3 of reps time is spent selling. Required tasks prevent reps from selling.

3 — Rep Performance
60% of sellers lack a strong understanding of their differentiation vs. competitors

4 — Limited Insight
Deal closes are forecasted wrong 50% time.

Sources:

CSO Insights Sales Performance Optimization 2013 Sell Cycle Review Analysis

Bain POV Future of B2B Sales

Modern Selling Imperatives
Core Strategies to Improve Effectiveness With New Buyer

1 Knowledge is the only ticket to early buyer engagement

2 Sales must master modern selling techniques and technologies

3 New productivity paradigm: Everything is Mobile, Everytime

4 Managers need more analytics to bring science to the art of selling

How do you interact with your Customer?
How do You interact with your Customer?

✓ Can your sales team *respond quickly* to customers with sales quotes and accurate pricing?

✓ Are your quotes/orders *produced by sales* 100% accurate? Any orders that fail at order entry (incorrect data, pricing, etc)?

✓ What tools are your sales teams or independent agents/channels using to *price* and *quote* your solutions for their customers... *Excel/Word files, paper catalogs/PDF datasheets, custom app*?

✓ How much time do your sales people spend time on non-sales activities related to getting proper quotes and orders to their customers?

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Inquiry-to-Order
Most Common Scenarios

#CloudCPQ

Findings	Cause	Effect
Inconsistent quoting and frequent pricing errors	Lack of standardized practices and overreliance on key individual knowledge	Profit loss and dissatisfied customers.
Time-consuming rework and multiple handoffs.	Frequent proposal, stock-keeping unit, or item / bill of material and order entry errors	Delayed customer responses, lengthy QTO cycles, and lost business opportunities.
Outdated print catalogs and misunderstanding of customer requirements	Sales channel inaccuracies, inconsistencies, and confusion	Reduced sales effectiveness and lost business opportunities.

Modern CPQ for the Sales Leaders
Aligning Your Sales Process to Increase Speed, Accuracy, and Revenue

Applying *strategic thinking* and implementing an effective and efficient *technology solution* can help streamline the entire range of I-t-O processes and enable companies to realize measurable process improvements and results:

- ❑ Reduced lead and cycle times.
- ❑ Mistake-proof quoting and pricing.
- ❑ Faster customer response time.
- ❑ Higher fulfillment rates.
- ❑ Margin improvements.
- ❑ Revenue growth.