

# How DealHub CPQ + DealRoom Increases Sales Operations Productivity



50% of deals are won by the first company to respond with a quote. 33% of B2B buyers say sales cycle duration is their biggest pain point. Our DealHub CPQ + DealRoom generates quotes in 8 minutes and decreases the sales cycle by an average of 71 days compared to PDF/Word documents.

This eBook covers how DealHub achieves these results with next-generation technology that streamlines sales operations. It's divided into two main parts:

**DealHub CPQ:**

Generate 100% Accurate Price Quotes in Minutes

**DealHub CPQ + DealRoom:**

A platform that increases revenue at every sales cycle touchpoint by bringing buyers and sellers together into a collaborative digital experience

Each part explains how DealHub takes the old, manual processes that reduce sales operations efficiency and replaces them with streamlined automation. Overall, you'll see why DealHub is what today's advanced sales teams use to eliminate bottlenecks, accelerate their productivity, and achieve more revenue.

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Generate 100% Accurate Price Quotes in Minutes

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Part I:  
DealHub CPQ:  
Generate 100% Accurate  
Price Quotes in Minutes

Companies that rely on manual processes to generate price quotes face many sales operations productivity challenges that increase the amount of time it takes to respond to customers. This significantly reduces the amount of revenue they achieve.

A 2011 study by InsideSales.com published in the Harvard Business Review revealed that companies that don't respond to sales leads within five minutes risk losing them forever. Being the first to qualify a lead increases the odds of progressing that lead in the pipeline 21 times when the lead response is five minutes as opposed to 30 minutes.

Considering the average time to respond to leads is 61 hours, companies are losing revenue simply because their competition is responding faster to prospects.

One of the main reasons for this is how long it takes companies to generate quality sales quotes.

Quality quotes require companies to:

- **Configure: Select the correct products**
- **Price: Accurately price the products**
- **Quote: Generating a document to send to the customer**

Each of these stages in the Configure-Price-Quote (CPQ) process is an umbrella term to capture the end result of a series of business decisions. Here are just a few examples:

- **Accurately configuring products requires knowing which products must be bundled together to ensure operability**
- **Expert pricing for individual orders requires real-time knowledge of changes in pricing strategy**
- **Subscription management requires streamlining renewals, upsells, and cross-sells**

Manual processes cannot handle all of this complexity efficiently. Even if an accurate quote is generated, it takes much longer than it should.

# Next-generation CPQ Technology Automates Manual Processes

This is why today's advanced sales teams increase their sales operations productivity by automating these processes with next-generation CPQ technology.

This is a major mindset shift. In the past, companies relied largely on sales reps' experience with product and pricing models to decrease the amount of time it took to generate an accurate quote. And when they did finish a quote, any required approvals were handled manually.

Not only did that take a long time, but it was also error-prone. Reps could make mistakes in the product and pricing configurations. Or, reps could "go rogue" and offer terms that actually harm the company's margins. In addition, many versions of the quote might be created during the approvals process, which would require reconciliation before a finalized quote could be sent to a prospect.

Today, these inefficient processes are no longer enough to achieve the sales operations productivity required of today's highest performing sales teams. Today's best teams use automation to prioritize three things:

- **Improving Quote Speed and Accuracy.** Sales reps must be able to quickly generate quotes with accurate product and pricing configurations. These quotes must reflect the most recent pricing strategies as defined by leadership, and maximize any cross-sell or upsell opportunities.
- **Streamlining Approval Workflows.** Approval requests should only occur when absolutely necessary. Quotes that conform to current product and pricing strategies, or offer routine discounts, should be instantly approved.
- **Margin and Version control.** Safeguards should be in place to ensure margin control. Sales leadership should be immediately informed of any attempt by a sales rep to offer a discount that is too steep. In addition, there should be a single 'source of truth' that reflects the current, accurate, and approved version of the quote.

# How DealHub CPQ Achieves Maximum Revenue Impact



DealHub CPQ is the next-generation technology that accomplishes all of these things. It increases sales operations productivity by empowering sales reps to improve quote speed and accuracy, streamline approval workflows, perform margin control, and more.

Sales teams can use it to streamline their sales processes in a number of ways:

## Guided Selling Sales Playbooks

The old way of requiring sales reps to dig through Excel sheets, price lists, and product documents to create a quote is slow and inaccurate. In contrast, DealHub's guided selling playbooks automate the quote generation process and pull on pricing and product information stored in the back end to ensure 100% accuracy.

Our sales playbooks are extremely intuitive and easy for sales reps to use. They ask reps a series of questions about their deal, and then use their responses to create the quote.

No matter how complex the configuration and pricing, DealHub CPQ always generates a quote that is 100% accurate to the specifics of the deal.

## Parallel Approval Workflows

Many organizations have a “deal desk” within the sales organization that ensures any quote a sales rep wants to send meets all of the company's established requirements.

In the old way of doing things, this means that every quote a rep creates must go through a manual review process. In large organizations, members of the “deal desk” may have specific areas of expertise, which will require the quote to go through multiple, simultaneous reviews.

This process is extremely important. Without an approval requirement, reps might offer an incorrect product mix, or “go rogue” and offer discounts too large to be profitable. But it also requires a lot of back and forth communication. From an operations standpoint, it adds a lot of manual tasks that take stakeholders away from their core functions.

With DealHub CPQ, any change a rep makes to the quote generated by their guided selling playbook is automatically sent to management for approval. And our solution can handle any commercial, legal, or technical reason that a rep would need to request an approval.

This empowers reps to make changes, but sets a guardrail around them to ensure margins are protected and nothing damaging happens. In addition, it maintains a single “source of truth” for the quote, so there is no need to waste time manually reconciling different versions of the quote before it can be considered finalized.

### Old Way

Using Email

**30+** emails

### New Way

Using DealHub CPQ + DealRoom

**1** email



## Subscription Management & Co-termining

Old CPQ technology handles contracts with recurring subscriptions and multiple licenses poorly. Renewals and expansions often require organizations to revisit contracts as provisions change. Pricing provisions may increase some products but not others, or new licenses might have been added during the year.

Maximizing revenue from subscriptions requires accurate upselling and cross-selling bundles, which human sales reps struggle to optimize and can even overlook entirely. Co-termining is also problematic, since it requires complex reconciliation of old and existing contract terms and pricing discounts.

DealHub CPQ keeps track of everything automatically, so subscriptions and renewals can be sent out quickly. It uses data from previous deals to automatically deliver real-time insights into optimized bundles based on the buyer's profile. That ensures both accuracy and maximum revenue impact. In addition, it can automatically perform complex co-termining contracts when generating a new quote at the end of an existing agreement.

## CPQ is just the beginning

For all these reasons, DealHub CPQ quickly generates 100% accurate price quotes, no matter how complex the deal.

Sales organizations that don't use it do not maximize their revenue opportunity because it is essential to maximizing speed and accuracy. Manual processes give competitors a window of opportunity to respond to prospects faster, greatly reducing your chances of winning a deal.

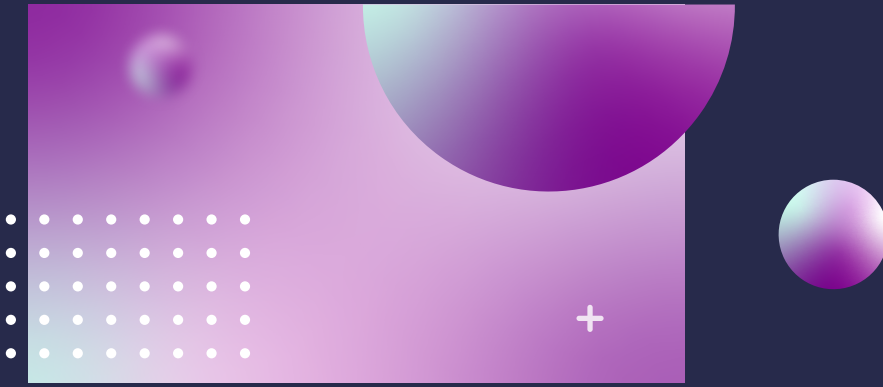
However, CPQ is still only the beginning of achieving maximum revenue impact from your sales pipeline. The quote generated must be added into a contract; that contract must be made part of a complete sales proposal. Even though CPQ is a powerful sales technology, it does nothing to create contracts and sales proposals. So even if you use it, there are still large parts of the sales cycle that it doesn't help with.

That's why today's highest performing sales teams use additional technology to streamline and optimize everything that comes after the initial quote is finalized. Automating your sales cycle all the way from quote to close is how you really maximize your revenue opportunity.

To accomplish that, today's highest performing sales teams augment DealHub CPQ with our DealRoom--a platform that is an extension of the CPQ process and increases revenue at every sales cycle touchpoint.



Part II:  
DealHub CPQ +  
DealRoom: A Complete  
Platform to Increase  
Revenue at Every Sales  
Cycle Touchpoint



CPQ automates the quote generation process so you can respond to prospects faster. But having a quote is just the beginning. Sellers must deliver superior experiences to buyers throughout the entire contract negotiation process.

This is where our DealRoom comes in. Just like DealHub CPQ works to streamline manual quoting processes, DealHub works to both eliminate inefficiencies and capitalize on revenue-generation opportunities at every stage of the sales cycle--all the way from quote to close.

DealRoom takes the capabilities of DealHub CPQ and adds sales proposal generation, contract lifecycle management (CLM), and advanced analytics to them. The result is a complete contract lifecycle accelerator and platform to increase revenue. Every stage of the sales process is optimized so that you can sell smarter, not harder, and achieve the maximum revenue impact from your sales pipeline.

Here's how DealRoom empowers organizations to create a better buyer experience at every touchpoint:

# How DealHub CPQ + DealRoom Builds a Better Buyer Experience at Every Touchpoint

## Sales Proposals

In the past, CPQ was confined to generating quotes, which provided the product and pricing information to be inserted into a broader sales contract. Today, new technologies add to that basic quote structure by integrating the additional functionality required to make it a full fledged sales proposal.

For example, advanced sales teams augment their CPQ with additional technology that automatically generates the accurate and commercial terms that go with the quote. Instead of risking errors by putting each contract together from scratch, these new capabilities ensure accuracy by automatically adding in pre-approved clauses.

In addition, the practical mechanics of a sales proposal such as integrated e-signature capabilities, can also be automatically added and managed by these new technologies.

## Contract Management for Sales

In addition to a lack of sales proposal generation, basic CPQ technology also does not provide any way for companies to manage the contract within the proposal. For example, if a Sales rep wishes to decouple two products normally sold together, they often need permission from a Sales manager and guidance from the Legal department on how to change commercial clauses. Reps working at companies with a basic CPQ must manually make separate requests, and then manually coordinate any changes to contract terms.

Advanced Sales teams streamline these processes by automating the redlining and contract approval workflow processes. All proposed changes to the contract are handled from a single source of truth, with notifications automatically sent to stakeholders when action is required. A finalized contract can be created without wasting time on manual request and reconciliation.

DealRoom also offers integrated e-signature capabilities, so all stakeholders can sign the contract and close the deal as soon as the agreement is finalized.

## Engagement Tracking

Old CPQ technology worked by generating a quote, viewed as an isolated entity that was then inserted into the otherwise separate lead nurturing process. And being disconnected from any analytics or tracking platform, the only information sales reps had about engagement was through their communication with prospects.

Today, new CPQ technology gives sales reps real-time insight into how their prospects interact with their proposals. Reps can get a pop-up alert on their computer whenever a buyer engages (looking at information, sharing a link, filling out a form, etc.). That way, they can always act quickly to capitalize on opportunities, or revive conversations as soon as they go cold.

## Deliver Custom Content

Because basic CPQ technology does not take buyer personas into account when creating quotes, and cannot provide an insight into how a prospect interacts with a quote, it also does not provide facilitate reps delivering custom content at any point during a deal.

By tailoring quotes to buyer personas and giving reps visibility into engagement, new CPQ technology empowers reps to deliver the correct messaging to move the deal forward at every touchpoint.

## Real-time Data Insights

Basic CPQs detached nature also prevents it from generating or delivering real-time data insights. Sales teams are limited to retroactively reviewing information about deals and using them to make adjustments for future deals. But it does nothing to help sales reps understand, and ultimately close, more deals as they unfold at every touchpoint and stage.

The monitoring and delivery capabilities of new CPQ technologies also generate useful real-time data. Sales reps can create accurate price and product bundles, understand buyer intent, and streamline the management of their pipeline to accelerate their sales velocity.

# Conclusion: Best Practices for Accelerating the Sales Cycle

DealHub's DealHub CPQ + DealRoom combination is how today's high-performing sales teams achieve more revenue.

DealHub is effective because it automatically empowers teams to follow best practices for increasing their sales operations productivity. Below, we look at the strategic objectives that sales leadership should prioritize for their teams, and highlight how DealHub achieves each one.

1. Decrease Sales Cycle Length
2. Improve tracking and insights
3. Use technology wisely
4. Train new hires quickly
5. Reduce time creating proposals and content

## Decrease Sales Cycle Length

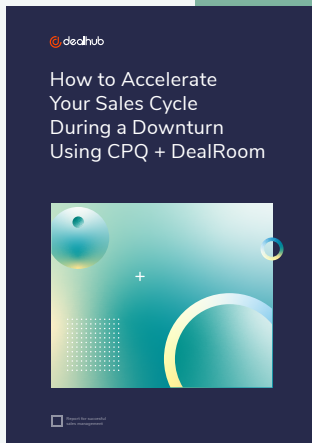
How many steps does your sales team go through from prospecting to closing the sale? Are they toggling back and forth between disparate software, duplicating efforts by logging information into separate tools? If so, they are wasting precious time and slowing down time-to-revenue.

To speed up the sales cycle, all deal stages need to be horizontally connected through a deal acceleration platform that consolidates the entire sales cycle from opportunity to close. This eliminates administrative work, decreases errors, and automates proposal generation.

DealHub recently measured the sales cycle duration of our sales industry customers, from quote to close each month, and compared traditional price quotes delivered by either a PDF or Word output, against our innovative DealRoom sales proposal software.

Our DealRoom delivers a compelling impact as it reduces the sales cycle duration by an average of 71 days compared to PDF/Word documents. This can be attributed to the fact that it condenses all the deal stages into one tailored micro-website. Everything is in one location - from sales collateral and configured price quote, to contract negotiation, SoW, forms, and eSignature.

We also determined that it takes significantly less time per person to create, manage, and execute a price quote inside DealRoom compared to quoting with a PDF/Word document.



## [Download our Guide](#)

“How to Accelerate Your B2B Sales Cycle” to learn more about these results and how you can improve productivity by decreasing sales cycle duration and improving operational efficiency.

## Improving Tracking and Insights

To keep deals moving through the pipeline and increase sales team productivity, it's crucial to know the status of deals as they sit with each stakeholder. If someone in the customer's organization is holding up a proposal review or signature, your salesperson needs to know so they can follow up and keep the ball rolling.

Sales operations should provide their teams with engagement activity tracking and sales dashboards that enable salespeople to quickly and easily identify where deals are in the pipeline and which buyers are engaged. Detailed engagement metrics will ensure sales activities stay focused on the right accounts and provide intelligence into what sales processes work best.

To increase sales operations productivity, it's essential to decrease the resources used to generate sales and to optimize the use of those resources.





## Use Sales Technology Wisely

According to recent research completed by Miller Heiman, a third of sales operations teams have invested in 20 out of 25 sales tool categories. But more tools often means time wasted, duplication of efforts, and disparity in data. It also means more vendors to work with, more tools to learn, higher costs, and gaps in coverage.

Equally troubling is the fact that sales teams have no single source of truth about buyers. Instead of needing more tools, sales teams actually need fewer tools; a horizontally-connected solution that covers the sales cycle from end to end.

You may have added technology over time to meet the needs of your sales team to optimize each touchpoint in the buyer's journey.

### **Prospecting > Qualification > Justification > Quoting > Negotiating > Closing > Onboarding**

As your needs evolve, you discover areas for improvement, as tools overlap or gaps become more apparent. Ask yourself these questions to uncover opportunities to maximize your use of sales technology.

- Where are you incorporating technology throughout the process and where are the gaps?
- Where is there duplication of functionality in our current tools?
- How can you better engage prospects throughout the sales process?
- Where are you spending too much time on manual administrative tasks?
- Where are the bottlenecks in your current sales cycle?
- Where are the opportunities for analytics on buyer interest?
- How can we increase conversions throughout the pipeline?
- Where are you using tools that aren't giving you the ROI you expect?

Keep in mind, the sales process is everything. Your tech isn't your process – your tech must automate your process. The technology you use makes the process scalable.

Consolidate several stages of the deal process using a horizontally-connected solution that makes selling an intuitive process. Doing so will improve the efficiency and effectiveness of your sales operations.



“DealHub has greatly decreased the time it takes for us to generate detailed quotes. We are now able to be much more detailed with our quoting which makes sure the customer knows exactly what they are getting from the start. DealHub is easily editable and has extensive customization capabilities”

– **Tanner Adams**

Applications Specialist at Grote

## Train New Hires Quickly

The faster you can get new hires up-to-speed on your sales process and tools, the faster their time to revenue. Yet, this is an area in which sales organizations commonly struggle.

According to a survey by RAIN Group, it takes three months for new salespeople to be ready to interact with buyers, nine months for new sales reps to feel competent, and 15 months for them to reach top performance.

Technology should work for you, not against you, in the onboarding process. DealHub CPQ's guided selling sales playbooks standardize how salespeople respond to buyers. It keeps communication focused on the buyer's needs which puts new hires and customers at ease.

With our sales playbooks in place, newly hired sales reps have a step-by-step guide to help them engage with customers almost immediately. It takes the guesswork and improvisation out of sales conversations, replacing it with an automated system that triggers relevant questions to walk them through the sales call.

With DealHub CPQ, we've seen new hires out performing experienced sales reps within just a few months.

## Reducing Time Creating Proposals and Content

Sales proposals have the power to close the deal. But, while your sales reps are spending hours pulling proposals together, customizing pre-written templates manually and sifting through content to find just the right assets to attach, your prospects are moving on to other priorities (or worse, other vendors). Your team must be able to create personalized proposals in minutes, not hours.

Proposals created in PDF or Word format that include multiple attachments are cumbersome for sales reps and buyers. To reduce the time spent creating proposals, sales reps need the ability to easily:

- Create a proposal as part of one sales playbook that includes price quotation, approval workflows, and contract redlining
- Add and embed marketing collateral into their proposals
- Create a complete proposal in one digital location that can be easily shared with stakeholders

Companies typically send out a new email for each and every sales stage in the funnel to update the buyer with the necessary sales collateral to move forward. In some cases, if there has been a lag in email frequency, or the email is unclear, the buyer will respond back with parallel breakout threads. Then the onus is on the buyer to consolidate that story into one document that can be shared with the stakeholder committee which consists typically of 5 to 7 people.

Compare that to DealHub's way of sending a sales proposal, where every asset from the qualification stage to close is included in one personalized micro-site, or DealRoom, which includes Configure Price Quote, Contract Redlining, Personalized Sales Content, Terms and Conditions, Forms, and e-Signature. When you are competing on buyer experience this is a compelling differentiation between you and your competition.

# The Bottom Line: Unified Technology Is Essential for Sales Operations Success

CPQ software helps sales organizations configure product offerings, set up pricing rules and discounts, and generate quotes and professional proposals customized to buyers' needs. CPQ streamlines the sales process, reduces administrative tasks, and ensures the delivery of accurate quotes to buyers.

CPQ streamlines the sales process, which increases the efficiency and productivity of sales teams. Guided selling inside the CPQ reduces new hire training time, decreasing time to value. When sales reps spend less time on administrative tasks and follow an intuitive workflow, they have more time to focus on building relationships with customers and selling.

DealRoom sales proposal software enables sales teams to quickly compile and generate customized business proposals into one convenient and easy-to-send micro-website. It delivers an intuitive experience, personalized content and all the information customers need in every stage of the buying journey.

Bringing CPQ and DealRoom together enables sales operations teams to leverage a streamlined quoting and sales proposal generation process that is efficient and effective.



“DealHub allows us to generate the correct product mix, with optimized pricing, and a multi-media, interactive micro-site tailored specifically to each individual customer, all in one incredibly cost-effective application.”

– **Bruce Harris**

Director Internal Applications



Effective sales operations teams achieve optimal productivity by following best practices and using unified sales technology throughout the buyer's journey to increase efficiency and effectiveness.

However, separate CPQ, and sales proposal technology won't increase efficiency on their own. First, evaluate your operations and identify where bottlenecks are occurring in your sales workflow. Then, use technology to help your team overcome these hurdles by eliminating unnecessary administrative tasks and setting up discounting and approval rules that empower your team to send out quotes and proposals with ease.

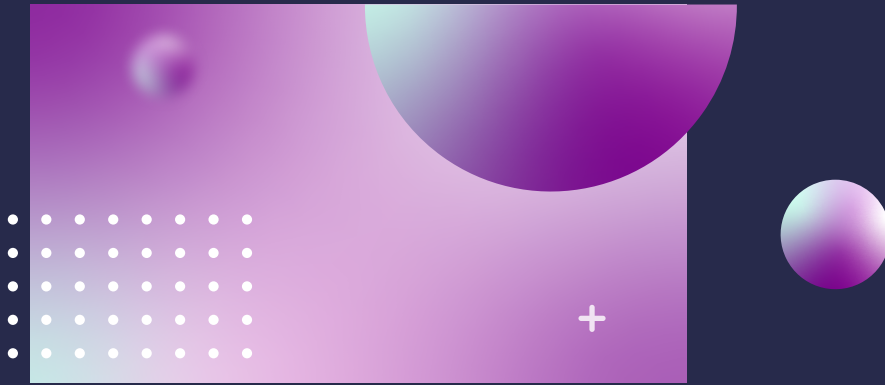
Putting together a sales stack that enriches your team's preferred workflow is the most effective way to reduce friction in your sales processes. DealHub CPQ + DealRoom enables sales teams to work with all of their sales technologies as one horizontally-connected workflow, rather than working with separate siloed software solutions.

## DealHub.io ROI case study: Asure Software

Asure Software deployed DealHub.io's configure, price, quote (CPQ) solution to streamline its entire quote-to-order sales cycle. Sales reps were able to familiarize themselves with DealHub's intuitive workflows quickly which reduced training time. The company realized increased productivity and cost savings across both its sales and legal departments.

By transitioning away from its legacy system, Asure Software:

- Reduced sales training time by 85 percent
- Realized an annual ROI of 190%



DealHub CPQ + DealRoom is a complete deal platform from lead-to-cash, and operates natively within Salesforce, Microsoft Dynamics 365 for Sales and Freshworks CRM, connecting all of the separate sales stages as one workflow to create proposals and contracts, send price quotes and close deals.

Substituting separate standalone solutions for a unified cooperative platform inherently increases efficiency and productivity. It's the new way to create a productivity strategy that companies can use to differentiate themselves from their competitors.

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