

How time kills deals

Working hard but customers keep walking away from your deals? Without a fast, intelligent sales process, you're fighting a losing battle. Here's why:



A lengthy contracting process can do more than simply waste time with inefficiencies: it can stop a deal right in its tracks. The longer it takes to finalize the details of a deal, the more likely your customer is to lose interest, buy-in, or even leave the organization.

An intelligent, streamlined sales process eliminates the errors and delays that hurt your bottom line.



Quotes and proposals

Traditional, **slow** sales process

- Identify SKUs and prepare quotes
- Ping pong with engineering to verify SKU accuracy
- Back-and-forth with finance to verify pricing
- Email verified quote to customer days later

Intelligent, **fast** sales process



Time to quote from 3 days to 20 minutes

Intelligent, **fast** sales process

3 DAYS

2 WEEKS

Faster contracts, from 2 weeks to 3 days

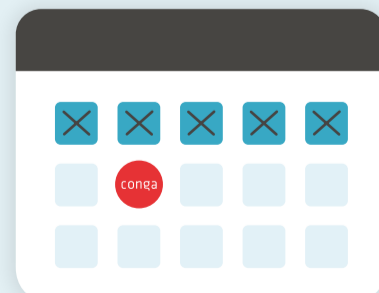


Negotiating and redlining

Traditional, **slow** sales process

- Write contract and submit for legal approval
- Multiple emails with legal to define approved language
- Get contract approval from legal
- Send contract to customer for review days later
- Customer Reviews and redlines while your team waits for feedback
- Send customer redlines back to legal for approval (repeat)
- Eventually sign contract

Intelligent, **fast** sales process



Faster renewals, from 1 week to 1 day



Customer satisfaction and meeting obligations

Traditional, **slow** sales process

- Manually track contract obligations and customer follow-ups
- Reread legal contract to find hidden revenue opportunities
- Schedule renewal conversations close to the renewal date
- Try to convince customer to do the process all over again

Learn how Conga's intelligent solutions can eliminate unnecessary time wasters.

[Request a demo](#)