Protect every revenue opportunity

Strategies to overcome the errors and delays that drive customers away from the deal

As a sales leader, delivering revenue for the business is your number one priority. You need fast, easy ways to make accurate decisions and remove barriers that cause deals to fail.

The problem is, there are so many obstacles that stand in the way of closing a deal. Pricing complexities. Drags on the negotiation process. Disconnects between offers advertised across websites.

You're already working on improving the sales process to bring in more opportunities and increase revenue. Now you can take your efforts one step further: protect the deals that are almost across the finish line.

When you add intelligence to the process, you eliminate the issues that frustrate customers and threaten revenue opportunities.

Protect every revenue opportunity

Simplify quoting

In most organizations, ordering is complex. The sheer number of variables and configuration dependencies such as product attributes and options, discounts, markups, and promotions results in a complicated quoting process. Quotes can be confusing and inaccurate.

An intelligent solution codifies your organization's rules and dependencies to enable smart quoting, ordering, and policy compliance. Business rules are centralized, automatic, and available in real-time, ensuring that each product is configured correctly, priced correctly, and manufactured correctly—every time.

With intelligent quoting, you can:

- Control, organize, and manage pricing variables and complexities.
- Quote accurately without losing speed.
- Integrate quote creation templates with contract processes to automate renewals.

See how Embraer streamlines their quote-to-renewal process.

Shorten contract processes

When the contracting process is unnecessarily long and drawn out, customers become frustrated and simply walk away. It's hard to lose a deal, especially when you know that cumbersome contract processes are to blame.

An intelligent solution automates all contract processes to avoid the tedious back-and-forth during redlining and negotiations. It ensures every contract is compliant and that approvals are quick and dynamic.

With an intelligent contract lifecycle, you can:

- Eliminate deal slowdowns that chase away customers.
- Speed up the sales cycle to win revenue faster.

See how Thomson Reuters maximizes their sales efficiency.

Protect every revenue opportunity

Connect data to a single source of truth

Many companies struggle to centralize their pricing data, increasing the likelihood for rogue pricing and discounting. If your customers are getting inaccurate or inconsistent information wherever they're looking or asking, it's another chance they'll get frustrated and walk away.

An intelligent solution links up all sales data across websites and partner channels to keep prices clear and up-to-date. It ensures customers always receive accurate information—whether they're getting it via the web or over the phone.

With intelligent data, you can:

- Eliminate rogue discounting and pricing to prevent revenue losses.
- Build customer confidence with consistency.

See how Finning International leverages a single source of truth for their sales team.

Earn ROI in just 90 days

Why work hard to nurture a prospective relationship only to let it fall apart right at the finish line?

When you add intelligence to your sales process, you can measure the impact of process improvements on revenue. Compare the number of deals won vs. lost, month over month, to see how often you keep customers from walking away.

> With an intelligent solution, you can see a return on your investment in as few as 90 days.

Protect every revenue opportunity

Fast-track revenue with the right solution

An intelligent solution provides a centralized system of record that helps you:

- Give customers an easier, streamlined, and more satisfying experience.
- Gain control over pricing, discounts, and other variables.
- Create a faster, more effective contracting process.
- Protect every revenue opportunity and close more deals.

Learn more about how you can deliver more revenue with Conga's suite of solutions.

Schedule a demo

About Conga

Conga, the Revenue Company, is the pioneer and market leader in Revenue Lifecycle Management. Its platform is chosen by the world's growth champions to accelerate the end-to-end revenue lifecycle and achieve a Revenue Advantage. Conga brings Configure, Price, Quote, Contract Lifecycle Management, and Document Automation capabilities together on a single open platform that works with any ERP, any CRM, and any Cloud. Conga is born for the top line—powered by a unified revenue data model, complete revenue intelligence, and purpose-built AI—to help companies grow, protect, and expand their revenue.

Conga delivers a Revenue Advantage to over 10,000 customers and 6.4 million users around the world. More than 7 million contracts and 46 million quotes are generated annually with Conga. Founded in 2006, the company is headquartered in Broomfield, CO and has offices across the United States, India, and Ireland.

Visit conga.com for more information.

For more information
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