



DATA SHEET

Conga Configure Price Quote (CPQ)

Sell more effectively
in less time



Give your sales team everything they need to close a deal

More than 80 percent of B2B decision makers think sales reps are unprepared. And salespeople only spend about 22% of their time actually selling. What if you could empower your sales team to sell more, with a faster sales cycle—no matter how complex your product catalog might be?

Conga CPQ leverages artificial intelligence (AI) and machine learning (ML) to act as a “virtual coaching staff.” By eliminating manual processes and driving better selling behaviors, CPQ lets reps generate quotes faster and more accurately, ultimately leading to bigger deals at a higher win rate.

Challenges

- Sellers struggle to manage complex product catalogs and related pricing
- Sales are often delayed by quoting errors and manual approval processes Inconsistent pricing and rogue discounting reduce deal margins

Key benefits

- Generate full-spectrum quotes faster and more accurately, including both products and services
- Manage unlimited product complexity, including nestled bundles
- Deliver up-to-date pricing and promotion across all channels
- Reduce revenue leakage

Conga CPQ has the capabilities you need to deliver accurate quotes more quickly and create smarter deals

- Guided selling and real-time deal scoring
- Intuitive admin console for day-to-day admin duties
- Configurable UI to create optimal workflows for each user
- Quote collaboration capabilities across teams with audit trails
- Asset-based ordering for subscriptions, reorders, and renewals
- Cross-sell and upsell insights with full contract visibility
- Multichannel sales on a single platform
- Multiple rule types and constraints
- Unlimited attributes for configuration, including nested bundles
- Integrated configuration calculations
- True margin visibility with price waterfall and cost analysis

Real outcomes from Conga CPQ customers

25%

Increase in sales revenue

32%

Reduction in rogue discounting

51%

Improvement in quote quality

30%

Increase in win rates

38%

Faster time to quote

22%

Increase in deal size

Source: Conga Quote-to-Cash Impact Study



For More Information

Email info@conga.com or call your local Conga office to talk to an advisor.

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