

The top half of the image features a red-tinted background with a circular cutout showing a business meeting. In the meeting, a man in a grey blazer is shaking hands with a man in a blue blazer, while a woman in a striped shirt and another man in a patterned blazer look on. Laptops are open on the table. The Conga logo, consisting of the word 'conga' in white lowercase letters inside a red circle, is positioned in the upper left corner.

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EBOOK

5 strategies to capitalize on today's B2B commerce trends

INTRO

In the aftermath of the Covid-19 pandemic, businesses have experienced an unprecedented shift to digital platforms for conducting day-to-day business. Despite all this change, many organizations have failed to evolve their operations (or their tools) enough to keep up.

Standing at the precipice of a possible recession, the uncertainty of our current economy makes it difficult to predict what the future may hold. For business-to-business (B2B) sales leaders, these challenges are even more pronounced. Customers have become more demanding, and the competitive landscape is increasingly intense. Customers expect their B2B experience to mimic everyday business-to-consumer (B2C) interactions. They want to find items seamlessly, with a quick turnaround. Long wait times for processing of configurations or orders is unacceptable—this needs to happen in seconds.

Companies today are facing big challenges, but there are also plenty of opportunities for those who are agile enough to adjust their approach. That's why configure, price, quote (CPQ) solutions are critical for enterprise businesses today.

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If you're experiencing any of these business challenges, **a CPQ solution may be the answer you need:**

Wasted time

**Long time
to market**

**Lengthy sales
cycles**

**Limited ability
to scale**

**Reduced
win rates**

**Unnecessary
risk**

**Increased
costs**

**Strained customer
experience**

**Confusing
processes**

The following are **five key areas** where CPQ can improve efficiency and increase revenue:

Solution selling

When a single quote includes different types of products, businesses often see:

- Multiple invoices creating a disparate customer experience
- Difficulty tracking past purchases
- Different treatment for subscriptions versus one-time billing

With a CPQ tool, you get solution selling support for complex configuration and pricing operations to:

Sell physical goods, software, subscriptions, and services side-by-side in the same quote

Suppress or suggest items based on eligibility and conditionally assemble the right contract based on the various items in the quote

Support complex pricing by defining multiple price types (one-time, recurring, cancellation, etc.) for any product to avoid SKU proliferation

Omnichannel selling

In B2B sales, companies leverage a wide variety of channels to reach potential customers. The shift to an omnichannel selling strategy—one that meets customers where they are, both online and offline—is an important response to consumers' changing needs.

It is important to provide customers with an integrated CPQ experience, regardless of the channel they use. This includes using multiple channels across different devices and platforms, from physical stores to the online marketplace.

Omnichannel selling goes beyond simply providing customers with access to multiple channels. It also requires each channel to work harmoniously with one another, so information is shared seamlessly across all channels.

With Conga CPQ's digital commerce and guided configuration, you can:

Provide a more relevant
buying experience

Create a more unified
customer journey with a
single data model

Take an API-first approach
including external systems

Large, complex orders

Long sales cycles and complex orders create any number of challenges, including overly lengthy quotes, extended processing times for price configurations, and drawn-out quote processes involving multiple teams. Simply put, the right software makes the complex simple, for a better customer experience and a faster road to revenue.

With Conga CPQ, you get speed to sale and simplified workflows allowing you to:

Process large orders (over 10k lines) in less than a second

Enable various contributors to work in parallel on a quote

Manage large carts via electronic identification or spreadsheets

4 Data reliability

The cost of unreliable data is high. Data inconsistencies between quotes and contracts can cause loss of revenue and damage trust in the system. Complicating salespeople's jobs with bad data can become a loss-of-sale tipping point for your sales team—and sending the wrong data to customers can create negative perceptions about your business and erode customer loyalty.

Conga CPQ software is a one-stop solution that goes beyond quotes and agreements to:

Ensure accurate data without
wrangling multiple systems

Improve customer interaction
and efficiency

Enjoy a single revenue
lifecycle solution

Quote-to-cash

Creating the quote is just the beginning. It's important to maintain a cohesive revenue lifecycle with a clear path from quote to cash. But, the process doesn't end with cash--you need a tool that encompasses the entire sales, contract, customer relationship and renewal lifecycle. Without the right software and automation, you'll be bogged down by manual and inefficient processes.

Connect your revenue lifecycle with a unified approach that:

Eliminates the trade-off between flexibility and normalization

Adapts to changing business requirements

With the right CPQ tool on your side, you can finally connect the dots within your revenue lifecycle—and you'll be well on your way to cracking the code on B2B commerce.

What's next?

Learn more about [how to choose a CPQ tool](#) that meets your business needs and capitalize on B2B's biggest trends.



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

Email info@conga.com or visit conga.com

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