



DATA SHEET

Conga Deal Maximizer

Guide sales reps to optimize deals



Boost revenue by guiding sales reps toward deals that align with business objectives

More than 80 percent of B2B decision makers think sales reps are unprepared. But manual processes and lack of clear pricing guidance can make it difficult for sales reps to structure deals that align with complex business goals.

Conga Deal Maximizer allows companies to create rules for measuring deal quality based on product mix, services, discounts, and more. Sales reps can easily view the rating of a deal at any time, along with recommendations to improve it. If a deal is determined to be optimal, the sales cycle can be fast-tracked by bypassing cumbersome approvals. By providing sales reps with a clear path to an optimal deal, Deal Maximizer increases revenue and margins across the organization.

Challenges

- Sales reps have trouble identifying cross-sell and upsell opportunities
- Reliance on tribal knowledge reinforces familiarity rather than profitability
- Unclear pricing guidance leads to deep discounts and lower margins
- Manual processes results in order errors and inefficient deals

Key benefits

- Increase deal size by showing sales how to easily optimize deals
- Boost overall revenue by reducing maverick discounting
- Reduce risks through visibility into customer history, downstream constraints, and special terms
- Streamline sales cycles by fast-tracking optimal deals

Give sales reps the guidance they need to create the best possible deals

- Use dashboards to instantly see how deals rate against company goals
- View deal ratings at header and line-level
- Gain insight with price waterfalls
- See who needs to approve deals based on deal parameters
- Conduct what-if scenarios to see how changing deal parameters impact ratings and approvals
- Define multiple criteria for calculating preference levels for deals
- Integrate with third-party scoring engines

Real outcomes from Conga CPQ customers

25%

Increase in sales revenue

51%

Improvement in quote quality

38%

Faster time to quote

32%

Reduction in rogue discounting

30%

Increase in win rates

22%

Increase in deal size

Source: Conga Quote-to-Cash Impact Study, 2017



For more information

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