Quick Start Subscription Sales for Technology Companies

Businesses who need to digitally transform their sales operations, and change pricing strategies and product offerings to present customers with flexible, contextualized offers

WHAT IT CAN DO

☐ Best practice configuration of Product Catalog with automated pricing logic and discount rules such as trial offers, freemiums, and promotions to ensure quick and accurate quotes

☐ Guided selling with integrated E-signature process to ensure efficient and accurate 'virtual' selling

☐ Intelligent data-driven recommendations to organize Sales teams' actions, manage pipeline, and pricing

☐ Comprehensive reports and insights to visualize and analyze key business metrics and purchase patters including trials, promotions, upsell, and cross-sell

☐ Accelerated implementation and roll-out of CPQ with minimum disruption to existing processes and systems

GOAL

- Rapidly deploy a scalable foundation for Lead-to-Cash process and improve customer experience
- Build data-driven strategies and execution muscles for new products and promotions

PREREQUISITES

- Executive Buy-In and Speed in decision-making
- Engaged SMEs committed to driving the initiative

INTENDED USER

Those who want to improve product launches, accelerate time to market of new feature additions, and improve customer life cycle management

WHY NOW?

Need quick roll-out of capabilities and features that enable new product launches optimized for low friction, high volume, and more virtual activity sales with minimum disruption to business and existing systems

HOW IT WORKS

Discovery and Design (2 weeks)

- ☐ Establish goals and finalize success metrics and KPIs
- ☐ Understand and align Lead-to-Cash process workflows and align with industry best-practices to implement using Salesforce CPQ

Build, Demonstrate and Iterate

- ☐ Agile Development in 2-week sprints
- ☐ Build solution with strong focus on maximizing OOTB features and configuration-based development
- ☐ Business user acceptance, system testing and quality validation

Deploy and Roll-out

- ☐ Training of upto 3 hours of Super Users and Admin