

How to Select the Right CPQ

for Your Business





Considering a CPQ for your sales organization?

There are many Configure Price Quote solutions available on the market, but not all are created equal. This guide will help you through the process of:

1

Determining your CPQ software requirements

2

Evaluating vendor capabilities

3

Selecting the right vendor to fit for your needs



How to start the selection process

Choosing a CPQ is a cross-functional decision, so selecting the right CPQ software begins with understanding the needs of the different groups in your organization – including Sales, Sales Operations, Revenue Operations, Finance and Legal.

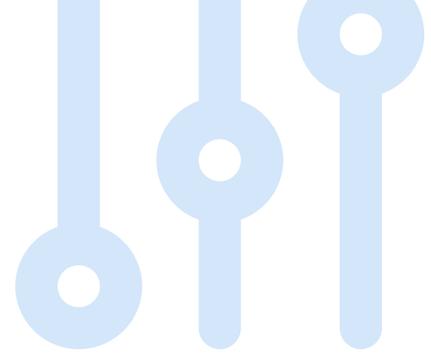
Determine what each department is trying to achieve, list the pains they are experiencing, and identify the features a CPQ solution must have in order to address those issues.



To accelerate revenue and increase the value of each customer,

Revenue Operations leaders should ensure strategic alignment with other teams across the customer lifecycle. The CPQ you select should help drive revenue growth by streamlining the sales process, capturing buyer insights, managing subscriptions and renewals, and facilitating a positive customer experience.

How does a CPQ solution address the needs of Finance and Legal? Consider this: a lack of pricing standardization, advanced pricing configurations, discounting consistency, and contractual compliance causes a range of issues throughout the sales processes. With the right CPQ, you can solve these issues at the source.



List your CPQ requirements

After speaking with your internal stakeholders and determining their needs, create a requirements document – a checklist of stakeholder needs that you can use to evaluate vendors. You may even find it helpful to develop a scoresheet to rate and compare each vendor.

To create the scoresheet, determine which features are critical and which are simply nice to have. Then organize the document based on the priority of each requirement.

What sales and operations will be concerned with...



Price quote controls



Quotes syncing with CRM



Version control



Ramp time for new hires



Revenue leakage



Buyer experience



Margin approvals & accuracy



Upsell, cross-sell & renewal opportunities



Inaccuracies & error rates



Response time to Requests for Quotes



Sales process inefficiencies & standardization



Reps' administrative tasks vs. active selling time



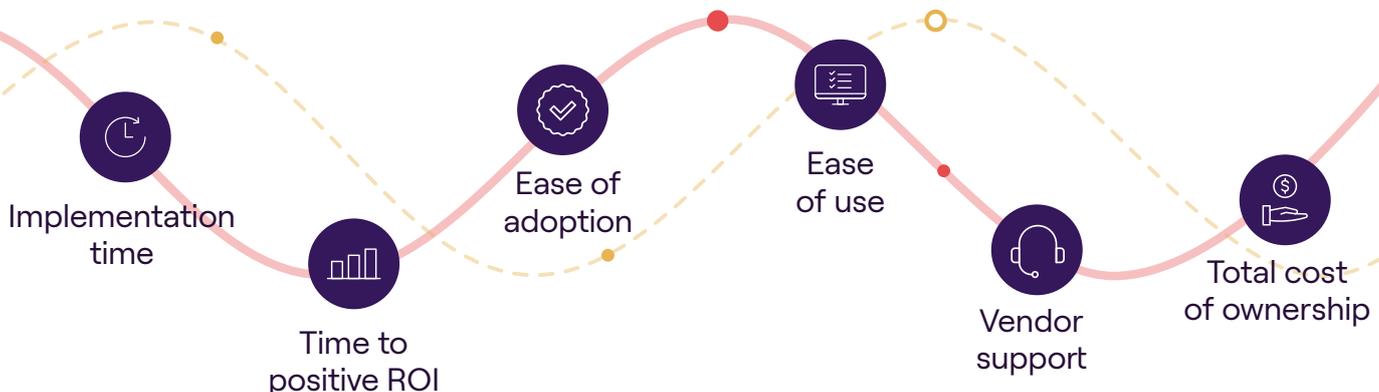
Capabilities you will want to consider

- Product catalog support
- Multiple currencies & languages
- Guided selling playbook
- Versioning
- Usage, tier & subscription-based pricing
- Discounting rules
- Product bundling
- Approval workflows
- Order fulfillment
- Document generation & customization
- Contract management
- eSignature
- Subscription management
- Renewals, upsells & cross-sells
- Integration with CRM, PRM & ERP
- No-code configuration of pricing & rules

Also keep these factors in mind...

The capabilities listed above are fairly standard CPQ features. When you make the final selection of your CPQ, keep in mind there are several less-obvious considerations that will impact the ROI of your CPQ deployment. These additional factors require a deeper look.

Key factors to guide your decision-making





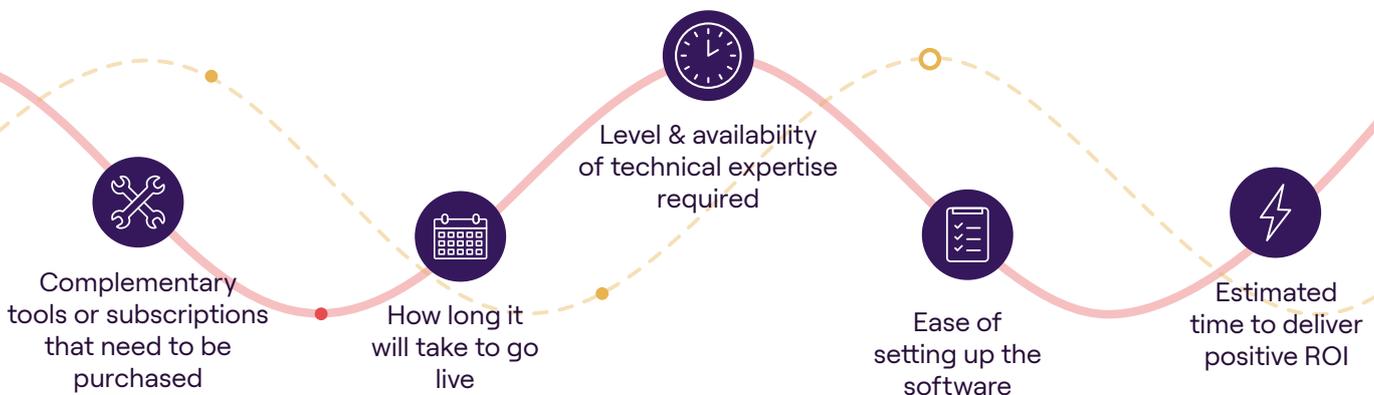
The challenges of CPQ implementation

If you are reading this guide, there are likely issues in your sales process that you would like to address immediately.

When aiming to increase productivity and enable your sales team to create quotes faster, you need a solution that will solve the problem right away and not months from now.

Lengthy and costly CPQ implementation will delay your time to achieve positive ROI. When comparing CPQ software, be sure to evaluate the ease of implementation and implementation time. These are affected by factors such as setup, configuration of pricing and discounting rules, customization of workflows, CRM integration, user training, time to full adoption, and more.

Key factors for implementation



“Our DealHub implementation supports a global sales team delivering quotes in multiple currencies and languages.”

Ryan McDermott
Senior Director of Sales Operations



CPQ implementation has the potential to cause disruptions to your organization. You will want to minimize the change management that comes with implementing new software.

Many legacy CPQ solutions require 6 months to a year to implement. But you can **select a CPQ that is easy to implement and can be deployed in weeks, not months.**

Return on investment (ROI) should be another major consideration when selecting a CPQ. In addition to implementation time, organizations often overlook how long it will take for their sales team to realize value from their CPQ solution.

The longer implementation takes, the higher the cost, and the longer it will take for your organization to start reaping the benefits of CPQ.

Average CPQ implementation time



CPQs for
Salesforce



CPQs for
Microsoft Dynamics



DealHub CPQ

DealHub Case Study

Asure Software

Asure provides software to help small and mid-sized businesses scale their payroll and HR operations. Setting out to streamline their entire quote-to-order sales process, they deployed DealHub CPQ.

Sales reps were able to familiarize themselves quickly with DealHub's intuitive workflows, which reduced training time. The company also realized increased productivity and cost savings across both its sales and legal departments.

By transitioning away from their legacy system, Asure achieved:

85% reduction in sales rep training

20% increase in sales rep productivity

100% accuracy of price quotes

6 weeks to fully onboard and implement



Evaluating CPQ usability

Usability is what separates a good CPQ from a great one. You may want to consult online CPQ reviews to verify what users say about the usability of the product. The software will be a poor investment if it doesn't do what you need it to do, if it's difficult to use, or if it cannot be configured to your specifications.

Be sure to compare CPQs on ease of use to determine whether or not they will be worth the investment. Your CPQ should automate administrative sales tasks and streamline the pricing and quoting process. It should also be easy to learn and use, so that there are no barriers to user adoption.

Select a CPQ that offers guided selling functionality. It should include a sales playbook with configurable discounting and approval rules, with a decision tree that walks salespeople through creating customized quotes. This makes it easy to train and onboard new hires, and keeps the entire sales team up to date on new pricing and products. They will not have to remember to access new pricing sheets, since everything they need to create quotes – including discounting rules – is part of the sales playbook.



"DealHub is easy to use, quick to set up, and flexible enough to support our startup's quickly changing needs."

Jewelyn Fregoe
Director of Business Operations





The value of CPQ support

Implementing new software is rarely smooth sailing. The needs of internal stakeholders often require customization, and integration with other software can raise complex issues. Find a CPQ vendor that offers exceptional support before, during and after implementation.

Evaluate potential CPQ vendors based on...

- Implementation time
- Time to positive ROI
- Ease of use
- User adoption rate
- Scope and duration of support
- Total cost of ownership

Consider the total cost of CPQ ownership

CPQ vendors may include hidden costs in purchasing their solution. Make sure you are aware of all costs that may be related to implementation and support, including:

- Licensing fees
- Implementation fees
- Cost for customizations
- Ongoing support, updates and maintenance



“If you are a SaaS company trying to streamline the quote-to-cash process, this tool is by far the most appealing solution on the market.”

Matt Sansone
Senior Sales Operations Manager, LaunchDarkly



It's also critical to **evaluate the cost of your entire sales stack**. If you are using multiple tools that don't integrate and create gaps in your sales process, you should consider consolidating your sales stack with a solution that serves each stage of the sales process.

Legacy sales stack \$295 - \$560 per user/month		DealHub \$75 - \$100 per user/month
\$25 - \$100	Sales Enablement	Included
\$50 - \$100	Digital Sales Room	Included
\$40 - \$60	Contract Management	Included
\$75 - \$150	CPQ	Included
\$25 - \$50	eSign	Included
\$80 - \$100	Subscription Management	Included

Request a live demonstration

After interviewing your internal stakeholders and building the requirements document, you will search for vendors that match your requirements.

Request a live demonstration of the capabilities you're looking for. During the demo, it's not enough for the vendor to promise, "We will be able to support that functionality." You need to see a live demonstration of it.

Next, short-list the different vendors that match your requirements. Consult your stakeholders during the vendor evaluations and final decision-making. The success of this project depends on their buy-in, and ultimately, adoption of the CPQ solution, so be sure to include them in the final decision.

A final consideration

One more thing you'll want to consider when evaluating each vendor is whether they are fully dedicated to CPQ. Are they committed to continually enhancing the functionality of their CPQ solution, and taking it where you want to go in the next six or 12 months and beyond? Will it scale alongside your business?

Select a CPQ vendor that solves your unique business needs and continuously innovates to help you achieve your sales and revenue goals.



Why DealHub is the leader in CPQ

DealHub is the highest-rated CPQ for ease of setup, ease of use, and high performance, as determined by [user reviews on G2](#).



Why do we rate so highly on implementation and usability?

DealHub is designed to solve the many challenges that businesses experience when using cumbersome legacy CPQ systems. With DealHub CPQ, you can simply plug in your products and pricing, configure your business rules, and start quoting.

Our new breed of CPQ is tailored to the needs of fast-growth sales teams, as well as large enterprises. DealHub is purpose-built as an end-to-end solution to accelerate the sales process – with minimal implementation time, no coding, and a short learning curve. Our dynamic product architecture and native CRM integration significantly reduce configuration time.

“DealHub has changed the way sales teams collaborate with buyers, providing a frictionless and more personalized quoting and contracting process.”

Eyal Orgil
Co-founder and CRO, DealHub





Capabilities to look out for...

As you evaluate CPQ vendors, use this checklist of capabilities to find the best solution for your organization.

Guided selling

A built-in playbook makes it easy to generate personalized price quotes.

No-code configuration

Configuration of pricing and products should be easy, intuitive and agile.

Reduces admin work

Manual tasks should be automated to reduce the burden on sales teams.

Syncs with your CRM

Data should sync automatically to accelerate the quoting process, improve accuracy and eliminate errors.

Compliant with policies

Standardization of processes ensures reps are quoting consistently and meeting legal requirements.

Approval workflows

Automated workflows streamline the approval process and enable greater pricing governance.

Integrated eSignature

All stakeholders should be able to sign off on deals as part of one unified workflow.

Subscription management

CPQ automation makes it easy to generate renewal, upsell and cross-sell opportunities.



“DealHub continually pushes the boundaries of innovation to drive a faster and more effective sales process. CPQ providers that are slow to evolve will have a difficult time keeping up with new and developing needs of the businesses they serve.”

Eyal Elbahary
Co-founder and CEO, DealHub



About DealHub

DealHub offers the most complete and connected revenue workflow for your organization. Our zero-code, purpose-built platform empowers visionary leaders to connect their teams and processes, execute deals faster, and create predictable pipeline more effectively than ever before.

With CPQ and CLM software powered by an intuitive guided selling playbook, your team can generate fast and accurate price quotes, accelerate contract negotiations, and close bigger deals. You can also centralize buyer/seller communications and deliver everything needed to close deals in a digital DealRoom.

Schedule a personalized demo to see how you can achieve faster time to revenue and deliver one fluid sales motion to your sales team and customers.



Complex Pricing Made Easy

Close deals faster with one automated workflow for price quotes, contracts and subscription management.

[Request a Demo](#)

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