

QUOTE-TO-CASH CERTIFICATION

Module 4, Part 1
Impact on Your Business

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What this module will cover

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3. Eight Best Practices to Becoming a Quote-to-Cash Agent of Change

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Profiles of Agents of Change

Eight Best Practices to Becoming a Quote-to-Cash Agent of Change

Wendy Close

Vice President of Product Marketing, Apttus



- 30 year veteran in uncovering actionable insights to build market-moving products, executing business growth strategies, evangelizing brands and transforming markets.
- Former Gartner CRM Research Director
- Expert in CRM, Quote-to-Cash, and Voice of the Customer business strategies

Contact Info: wclose@apttus.com

<https://www.linkedin.com/in/wendy-close-103860/>

10 | Business Benefits of Quote-to-Cash Transformation

APTTUS®

- 1 INCREASED REVENUE.** Organizations that take a holistic approach to Quote-to-Cash report on average a 7-25% increase in sales revenues.
- 2 HIGHER WIN RATES.** Organizations that have undergone Quote-to-Cash process transformation report on average a 30% increase in win rates.
- 3 IMPROVED ACCURACY.** Organizations that focus on Quote-to-Cash processes report a 51% improvement in quote quality and a 45% increase in contract accuracy.
- 4 LARGER DEAL SIZES.** Quote-to-Cash projects produce on average an 22% increase in deal size and a 32% reduction in maverick discounting.
- 5 IMPROVED CLOSE RATES.** Organizations that have undergone Quote-to-Cash business transformation report on average an 34% increase in close rates.

10 | Business Benefits of Quote-to-Cash Transformation

APTTUS®

6 FASTER QUOTE-TO-CASH CYCLE TIME. Organizations report on average 35% faster cycle time including 38% faster time to quote and 42% faster contract processing.

7 INCREASE IN CONTRACTS AUTO-RENEWED. Quote-to-Cash projects produce on average a 17% increase in contracts auto-renewed.

8 INCREASED COMPLIANCE. By focusing on Quote-to-Cash processes, organizations report 43% greater compliance with company policies.

9 FASTER APPROVALS. The benefits of a streamlined Quote-to-Cash process include 44% faster time to approve a deal.

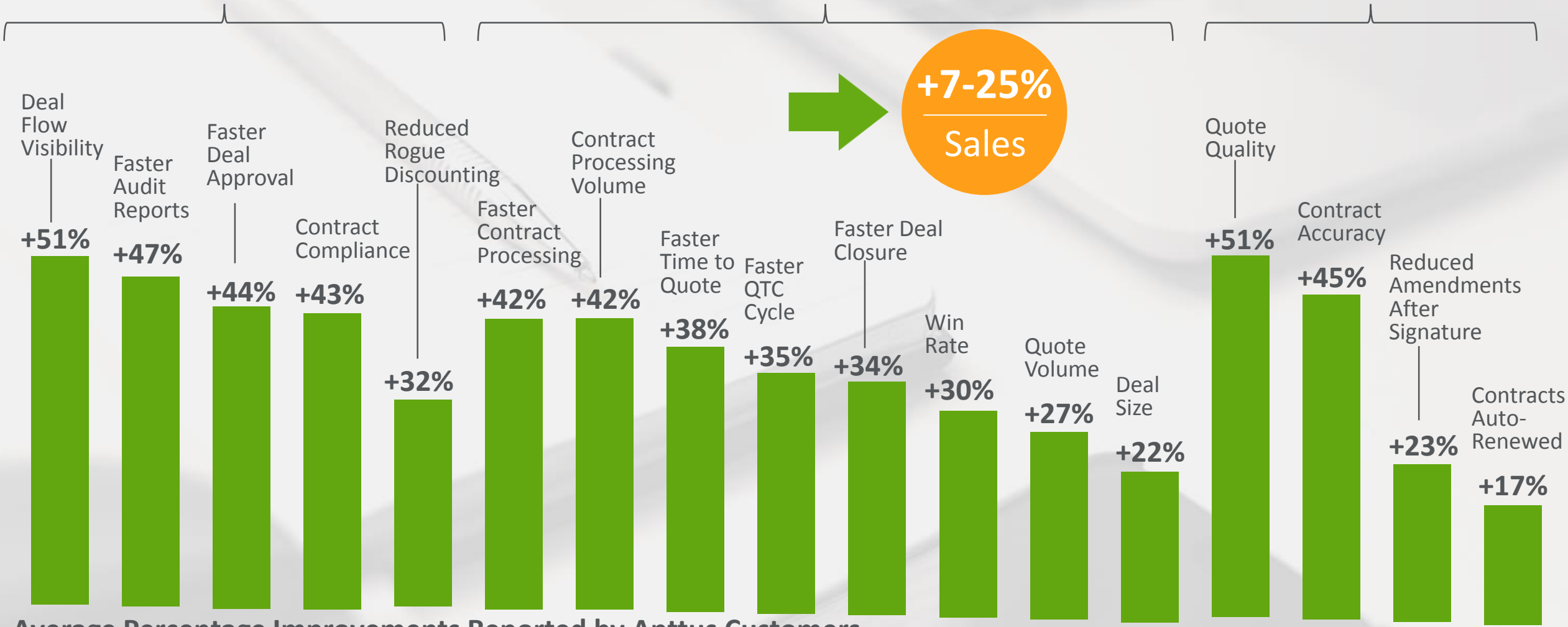
10 INCREASED BUSINESS VOLUME. Organizations report a 42% increase in contract processing volume and an 27% increase in quote volume.

How Quote-to-Cash Impacts Your Business

Compliance

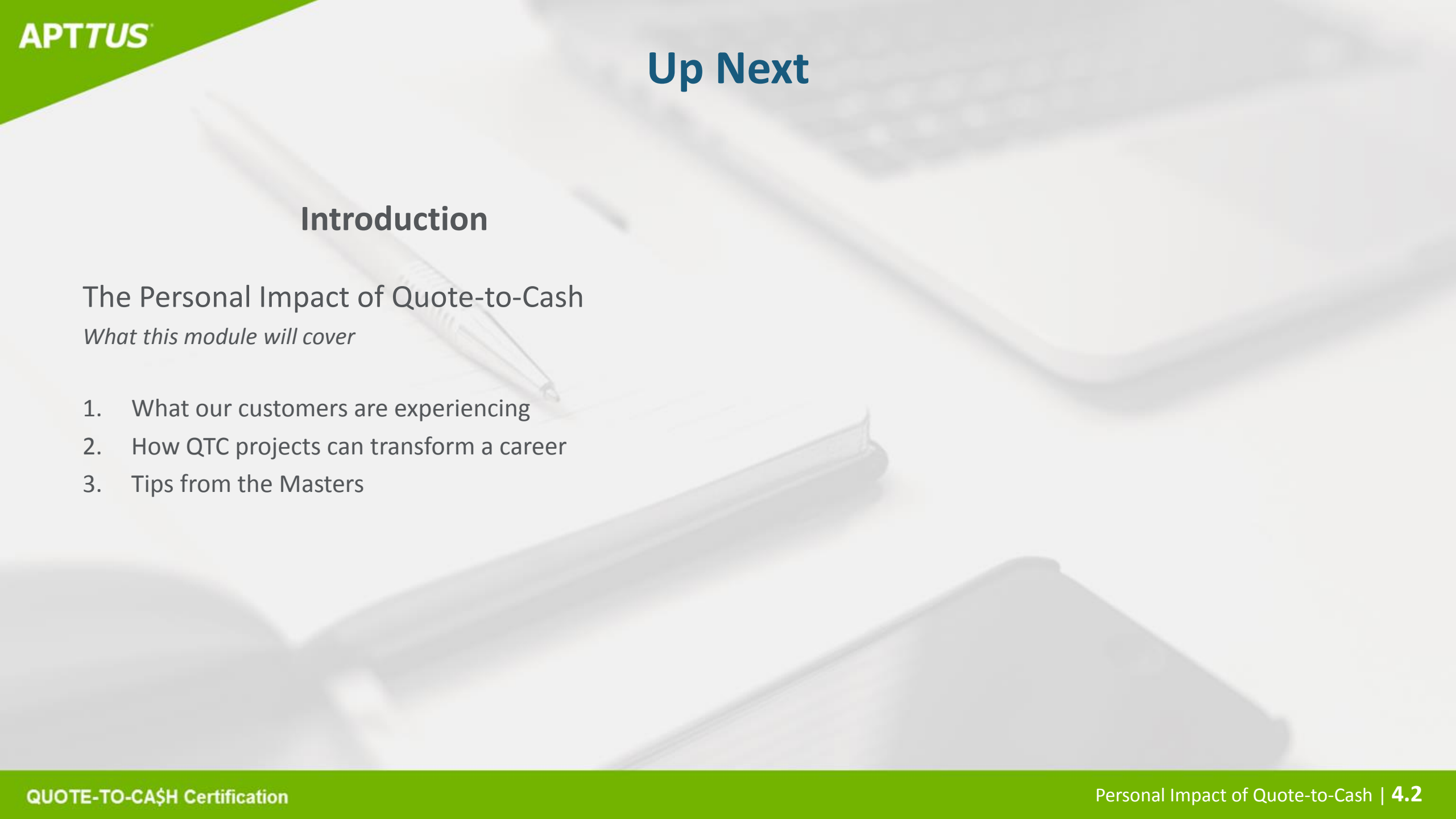
Sales Effectiveness

Customer Satisfaction



Average Percentage Improvements Reported by Apttus Customers

Source: Apttus Quote-to-Cash (QTC) Impact Study conducted June 2017 by an independent third-party, Satmetrix on 200+ Apttus customer contacts randomly selected. Performance metrics are intended as a guideline based upon historical results from a sample set of customers. Results are dependent upon many different factors that are customer-specific. Therefore, actual results will vary. Response size per question varies.



Up Next

Introduction

The Personal Impact of Quote-to-Cash

What this module will cover

1. What our customers are experiencing
2. How QTC projects can transform a career
3. Tips from the Masters