

# 5 ways to put guided selling into practice with CPQ

The typical sales process of highly configured products often includes unexpected steps that inevitably slow down the sales cycle. Guided selling aims to reduce any surprises by creating repeatable processes for your sales team that help give prospects the information they need before making a buying decision. The overall goal of guided selling is to improve the customer experience and move quickly to close.

Here are five ways to put guided selling into practice with CPQ.

1

## Identify existing bottlenecks

Before you can improve your sales process, it's important to identify existing gaps such as those caused by internal legacy systems that add unnecessary complexity to the sales process, a lack of timely responses to sales inquiries, or missing or mismatched information in the buyer's journey. Using a configure-price-quote engine reduces friction in the sales process and empowers your team to drive additional revenue, while also giving customers the freedom to co-create the solutions and consume them in a way that's most convenient for their business model.

2

## Take a conversational approach

Interacting with online buyers in a conversational way makes an otherwise cumbersome configuration process far more engaging. Complicated configuration processes typically lengthen the sales cycle, which isn't good for the buyer or the sales organization. Instead of hitting customers with every configuration option at once, consider creating an iterative guided selling experience that helps the buyer find the right solution through a series of branching questions, delivered one at a time, that include helpful hints. A CPQ platform can provide the tools needed to implement this experience.

3

## Improve sales team efficiency

When transaction speed plays an important role in the buyer's decision-making process, sales reps need tools and resources to automate repeatable tasks and identify urgent requests that require an immediate response. With CPQ, administrative sales tasks are automated—which gives your sales reps more time to focus on selling.

4

## Empower product champions

Offering more than a handful of options at each stage of customization in the buyer's journey can cause your prospects and customers to feel overwhelmed and begin to disengage. Create a step-by-step path that slowly allows the user to opt in to desired options.

If product champions are equipped with self-service tools—like configurators, FAQs, ROI calculators, competitor comparison sheets, and recorded demos—they'll be able to answer the tough questions required to appease decision makers across their organization and win approval faster. This speeds up time to revenue and value.

5

## Enhance the buying experience

Customer demand is more complex than ever before. Customers expect personal interactions and for sales reps to understand their requirements and present relevant solutions. Guided selling is an active process that helps to sell the right product at the right time through the customer's preferred channel.

CPQ drives shorter sales cycles, fewer touches needed to close an opportunity, and greater overall profitability as well as revenue.

**Get more information on how to help buyers find the best solution faster.**

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INF-2069827-en-US-1018-1