A close-up photograph of two business people shaking hands over a tablet computer. The tablet screen displays a dark blue image. In the background, there are several sheets of paper with various charts and graphs, including bar charts and line graphs. The scene is set on a light-colored wooden desk. The overall lighting is bright and professional.

How your competition spends
40% more time with customers

Model **N**

Selling time with customers is key to success

In the face of changing buyer behaviors and intense competition, sales teams are rethinking how they engage with customers and doubling efforts to streamline the sales process.

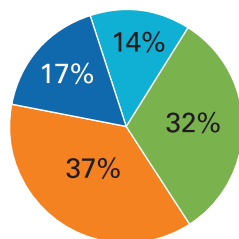
Selling Power and Model N conducted a research study to determine the effectiveness of current sales processes, and to identify current trends and challenges facing sales teams. According to respondents, selling time with customers was critical to success – **with 96% of respondents saying they would be more successful with more customer selling time.**

In the survey, two activities tied for #1 interruption to selling time: CRM updates, and **preparation of proposals and quotes.** However, the companies that took steps to improve the quoting process reported that they had more selling time with customers.

Best performers had over 40% more selling time

Time With Customers

- Less than 40%
- 40% - 60%
- 60% - 80%
- Over 80%



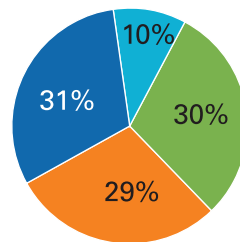
There are three primary areas that the best performing companies addressed to streamline quoting and maximize selling time with customers.

1. Lack of alignment between sales strategy and sales systems

One of the areas that was an indicator for best-in-class selling time was how well the companies aligned their sales strategy with their sales processes and sales systems.

Strategy Reinforced in Systems

- Not at all
- Not well integrated
- Somewhat embedded
- Completely embedded



Companies that aligned their sales strategy with their sales processes and reinforced strategy with systems were top “selling time” performers – 80% of companies had sales teams that spent over 60% of their time with customers.

68% more companies with very consistent approach to customers

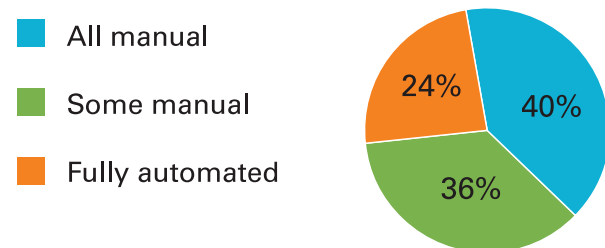
In addition, companies that aligned their sales strategy with their processes and systems felt that their approach to customers was more consistent. There were 68% more companies that felt their customer approach was very consistent in the group that reinforced strategy with process and systems.

2. Manual assembly of proposals and quotes

It's not surprising that preparation of proposals and quotes was a top selling time interruption. The majority of companies are still struggling with some manual processes when it comes to quoting.

Streamlining the quoting process can make a big impact for sales organizations. Those companies with fully-automated quoting were 46% more likely to spend the majority of their time with the customer.

Quote Assembly Process



46% more likely to have higher selling time with automation

Long quote preparation times were considered a factor in stalling deals by 52% of respondents in the survey. That concern dropped by 27% when the quoting process was fully automated.

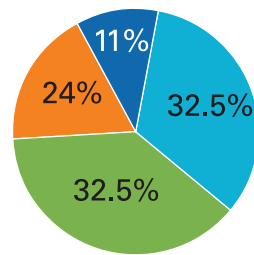
3. Lack of clarity and delay in approvals process

Reviews and approvals were another top cause of delay in the quoting process. One third of companies had approval times exceeding 24-hours.

Companies with automated quoting systems experienced shorter approval times with a 38% increase in approvals under 12 hours.

Typical Quote Approval Times

- under 12 hours
- within a day
- 1-2 days
- 3 plus days



38% increase in approvals under 12 hours with automation

Ensuring clarity in the discount approval process was another best practice for top performing companies. For companies with discount **approvals built into the quoting systems, there was a 32% increase in quote approvals under 12 hours.**

Streamlining proposal and quote creation leads to more selling time

The research results showed that automation of the quoting process is still in the early stages, but those companies that have taken steps to streamline the process are seeing the benefits in faster quote assembly, shorter approval cycles and more consistent approaches with the customer.

Of the companies that reported less than 60% of time engaged with customers, 89% had either some or all manual steps in quote preparation. But for companies that reported over 80% selling time with customers, there was a 54% increase in the number that had automated quoting.

Automation is 54% more common in companies with 80% selling time

Model N provides enterprise-grade, cloud solutions to streamline quoting and contract management processes including Configure, Price, Quote (CPQ), Contract Lifecycle Management (CLM), Rebate Management, and Channel Data Management (CDM). Solutions briefs, videos and demos are available at www.modeln.com.

The research also takes a look at sales strategy and objectives, as well as, a deeper analysis of the processes used by sales teams through the proposal, quote and contract phases of the sale.

Download the Complete [Survey](#).



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