MAXIMIZE LEAD-TO-CASH EFFICIENCY
INTEGRATE A STREAMLINED CONTINUOUS PROCESS

EARLY SALES PROCESS MISTAKES
PROCEDURAL WEAKNESSES FOR ENTERPRISES

QUOTE GENERATION:
70% cannot respond within 24 hours

QUOTE ERRORS:
50% lose business due to quoting mistakes

QUOTE FOLLOW THROUGH:
45% take over 1 week to get a contract signed

SALES PROCESS RED FLAGS:

Product Combinations: Product bundles are inconsistent

Product Catalogue: Process is too complex to offer prospects the best choices

Wasted time with cumbersome quoting processes

Discounts are oversized and irregular

SALE

A SALES WEEK BREAKDOWN:

23% Administration
4% Misc.
10% Service
10% Planning
12% Order Processing
22% Selling
6% Lunch/Breaks
13% Travel

CONFIGURE - PRICE - QUOTE MODEL:
GENERATE HIGHER CLOSE RATES

105% Average Larger Deal
28% Shorter Sales Cycle
17% Higher Lead to Conversion Rate

BENEFITS OF LEAD-TO-CASH APPROACH:

- Makes salespeople more efficient, recovering lost time
- Ensures consistent, fair pricing
- Empowers reps to make effective decisions during sales process
- Improves quote accuracy
- Offers recommended for the prospect, with suggested pricing
- Automatic upsell and cross-sell opportunities identified
- Predictive items within a range
- Revenue recognized immediately
- Closes more deals

WHY ACUMEN SOLUTIONS?

Acumen Solutions is a technology partner delivering success by combining a deep product knowledge with experience in transforming even the largest, most complex organizations. Companies that implement an efficient lead-to-cash solution gain long-term competitive advantages, expand their customer base, and grow revenue.