CPQ is nothing new.

**CPQ (n)** — quoting technology that automates how reps configure a suite of products and services, price, including discounts and pricing approvals, quote with appropriate contract terms so they can be more accurate in quoting and close deals faster.

**What Does It Do?**

**CPQ** is nothing new. 

**PRE-1980s**

Manual sales quoting processes result in lost time, errors, and unhappy customers.

**1990s**

Sales force automation and CRM are in their infancy. Sales quoting solutions are still highly customized, difficult, and expensive.

**LATE-1990s**

Cloud computing makes a case for the enterprise with the likes of Salesforce and other pioneers.

**LATE-2000s**

Analysts coin the term, “CPQ,” giving innovative businesses like SteelBrick fuel to find a better way for quoting.

**2010s**

CPQ finds its way into the mainstream enterprise, cloud, and our hearts.

**Things to look for in a modern CPQ.**

Consider these questions.

- Leverage the same customer data as your CRM is critical. Otherwise, you’ll be stuck with duplication, silos—ultimately a disconnected experience.
- Do you use CRM? If so, would CPQ integrate?
- It’d be great if your CPQ solution is mobile as well, right? Creating a quote while in the same room with a customer is the best way to guarantee a better buying experience for them.
- Is your sales team mobile?
- Artificial Intelligence is all the rage in business. But it’s important to be practical—a CPQ that helps your price using market and historical trends, and then helps your forecast and feed downstrems systems can help you demystify where AI fits in your business strategy.
- Is your platform smart?

**SO. ABOUT THE RETURN...**

But what should CPQ do for you? We feel, like any technology investment you make, it should go above and beyond.

- Quote with speed and accuracy.
- Optimize discounting and pricing.
- Manage invoices, orders, and reporting in one place.
- Connect any sales process, any system.

**BE A TRAILBLAZER.**

In the 4th Industrial Revolution, where everything is connected and intelligent, it takes a trailblazer to pave the way and succeed for their businesses. Salesforce CPQ is proud to help these trailblazers, and more, tackle the quoting conundrum. And we’d love to share more with you.

Check out our guided tour of Salesforce CPQ.