



I Know We Need a New CPQ System, But ...

The 7 Most Common Reasons *Not* to
Invest in Better CPQ Technology —
and Why They're *Wrong*

“I know we need a new CPQ system, but ...”

No one needs to tell you that your business would benefit greatly by investing in a better CPQ system. You know that today’s automated CPQ solutions can drastically shorten and significantly enhance your entire sales cycle by:

1. Replacing manual applications and spreadsheets, **creating efficiencies, and eliminating errors**
2. Quickly and easily delivering **unique configurations** based on customer-specific preferences – for even the most complex products and services
3. Eliminating the wasted time and frustration of **building quotes and agreements from scratch** every time
4. **Integrating seamlessly** with your existing CRM and ERP applications, including Microsoft 365, Salesforce, and more
5. **Accurately and efficiently** handling multiple price lists, feature details, discounts, and other configuration details
6. Confidently handling large quote files **without slowing or hampering the sales process**
7. Having the flexibility to **quickly and accurately** meet any of your changing business requirements
8. Ensuring **real-time, accurate, and consistent communication** of pricing changes, quotes, cost sheets, and communication with dealers and partners

Yet, despite understanding the significant advantages of a system like Experlogix CPQ, you just haven’t pulled the trigger to invest. Maybe you have your own doubts. Perhaps you need to win buy-in from a key decision-maker or folks up the ladder. Our experience tells us that in most cases, serious prospective buyers who decide not to move forward are making that decision without sufficient information.

Read on to learn what the seven most common reasons are and why they really don’t hold water compared with the benefits of a fully featured, optimally designed, and seriously supported CPQ system.

01

REASON 1

“We already have a CPQ system.”

The Reality: That’s great to hear; you know the value of automated CPQ. But having a CPQ system doesn’t mean you have the best system for your organization, that it’s being put to its best advantage, or that you wouldn’t benefit from a new CPQ system that might better suit your company’s changing needs. We routinely help companies with existing CPQ systems move forward.

It starts with talking with an Experlogix team member — with no commitment on your part — about how you are using your current system. You may be unaware of where you have inefficiencies and where you have opportunities for a more seamless process. Maybe your sales team, managers, and even your customers would like to see functions or features you don’t currently have.

What about for you? Ask yourself:

- What CPQ features are on my wish list?
- What do I wish our current system could help me accomplish?
- If I could change one thing about our current solution, what would it be?



02

REASON 2

“New CPQ software simply isn’t in our budget.”

The Reality: An optimal CPQ, like the Experlogix platform, has a two-part, positive impact on your budget: It helps reduce costs and increase revenue by eliminating errors in configuration and quote delivery. The result is a combination of a faster sales process, reduced labor costs per sale, and faster income, justifying an investment in a high-quality CPQ solution.

Ask yourself what your current CPQ process looks like.

- Does it still rely on manual programs and apps?
- Is it filled with redundant data entry?
- How’s communication among sales and production?
- Does your process automatically have triggers for upsells, discounting, and workflow?

But here’s the real question that shows the lack of information behind this reason not to invest in a new CPQ system: **How long is it taking your people to deliver configurations and quotes — consistently, accurately, and with a smooth customer experience every time?**

03

REASON 3

“We’re in the middle of formulating a new strategy for sales that will include CPQ.”

The Reality: Ask yourself, “What is on my wish list for CPQ features and benefits? What efficiencies are most important to drive our new sales strategy?”

When they ask the right questions, many prospects learn the CPQ that’s being considered as part of a new sales strategy is insufficient and unlikely to support a fully successful plan. In fact, the opposite happens: A CPQ the team hadn’t previously considered becomes central to their team’s new sales strategy.

As you are developing that new sales strategy or sales process, be sure to ask:

- How are you defining the potential stages of the new sales strategy?
- Will the strategy be phased in or implemented in full? (Either way, the right new CPQ can play a central role. If the strategy is being phased in, then it’s important to get a CPQ that can easily scale with you.)
- What is the complexity of your product or solution — and how will that change over time?
- What specific problems are you hoping your new strategy will solve for your business — and how can a CPQ help deliver those solutions?



04

REASON 4

“My people don’t have time to learn and implement another technology product.”

The Reality: The right CPQ technology from the right vendor will make onboarding and implementation easy and efficient. Experlogix CPQ is a low-code/no-code option with an environment that’s nearly the opposite of the legacy giants you may be used to. Those larger, more traditional vendors may offer integration, but the configuration is usually limited and often very challenging without time-consuming IT support. Experlogix CPQ, by comparison, requires very little, if any, of your IT team’s valuable resources for configuration and implementation.

The important thing to remember here is that the juice you’ll get from your new CPQ will be worth the squeeze of adding a new partner to your technology lineup — **if that partner offers at least three key features:**

01. Low-code/no-code configuration
02. An intuitive interface (for you, your salespeople, and your customers through your portal)
03. A platform that lives right on top of your CRM and ERP and integrates seamlessly with those products

With those features, all of which Experlogix CPQ delivers, onboarding is quite rapid, and the solution will immediately impact your business.



05

REASON 5

“We’re not big enough to need something like that.”

The Reality: Companies of all sizes constantly benefit from the value of streamlined and faster sales processes that low-code, user-friendly, automated CPQ delivers. Consider this fact: The average Experlogix CPQ client spends \$65,000 annually with us. If you have one user and feel that \$25,000 is an annual investment you can afford to move faster than the competition, we should keep the conversation going.

You’re also not too small to make financial sense of investing in Experlogix CPQ (the solution will deliver a meaningful ROI) if:

- Special requirements are needed to access your products or services in different regions or countries
- Your products or services require different configurations in different regions or countries
- Your sales reps in the field have lost time, caused bottlenecks, and tarnished the customer experience because they had to call the office to get pricing or access necessary documents for configuring and pricing products or services
- Your products or services have regular changes or variations in pricing, SKUs, discounts, and other variables that affect pricing and quoting

06

REASON 6

“I don’t have the team or the resources to implement something like this.”

The Reality: With the right CPQ solution, you will have a partner closely involved in the implementation step with you. They'll also provide truly practical training so your people can start using the system and selling faster right off the bat. Experlogix CPQ has an entire team dedicated to helping clients implement our software and training them to get started, and know they can rely on support to answer any needs that come up later — 24/7 and in any time zone in the world.

The reality is that you’re never really left alone, whether for implementation or to address questions or problems later. We help you with heavy lifting at every step.

Because you may need more or less support than other Experlogix CPQ clients, we offer different levels of support at various price points to accommodate the unique needs and bandwidth for implementation and ongoing support.

07

REASON 7

“We tried automated CPQ and it didn’t work.”

The Reality: Our experience says that a handful of common frustrations cause companies of all sizes and in all industries to have bad experiences with an automated CPQ solution. But as with most technologies, there are significant differences in the functionality, features, and support CPQ vendors offer. If you paint the entire market with the same brush as the solution that didn't work out for you, you're missing the opportunity to work with a CPQ partner that can really move your sales ahead of the competition.

At Experlogix CPQ, **we've found that asking the following handful of questions** about a buyer's previous CPQ solution helps us ensure we get it right for them the next time:

- **What exactly about your previous or current CPQ solution “didn’t work”?** Maybe you had a bad onboarding experience and were left with many unanswered questions. Maybe the configuration was more complex or costly than you'd anticipated, or the solution failed to integrate properly with your CRM or ERP. Maybe it mishandled BOMs or discount levels for a product or service. Whatever the problem, or whatever features or functionality it was missing that you expected or needed, be clear about it with your next potential vendor.



- **Can you provide more detail about how you were using the solution?** As with anything else in business, you want to ensure you have the right CPQ tool for the right job. Some systems simply can't be configured for every company's needs — at least not without extensive IT time and expense. Experlogix CPQ can, however, be configured for any company, of any size, in any industry — but it helps if we know in as much detail as possible how your organization uses a CPQ solution.
- **What features were missing that your company needs?** Again, the more specific you can be, the greater the odds Experlogix CPQ can provide the features to make your sales and fulfillment process run faster and smoother.
- **What type of implementation and initial and ongoing support did the vendor provide?** Poor onboarding and implementation experiences are at the root of many failed technology initiatives.

Compare what you went through against the onboarding, implementation, and support program of Experlogix CPQ before you decide to never again trust automated CPQ.



You know you need better CPQ. Now's the time to act.

For companies whose businesses run on complex sales or other processes, there are far too many chances for things to get bogged down or even come to a standstill — for a sale to be lost or a customer to be dissatisfied.

The answer is CPQ, which delivers speed, accuracy, and seamless integration with your other systems.

You probably know this.

But maybe you've talked yourself out of switching to an automated CPQ solution or moving on from the one you've got that gives you headaches and has failed to meet your expectations. Most of the reasons you have are easily overcome by asking the right questions of the right vendor.

Experlogix CPQ makes configuration and other processes faster than you ever thought possible and simpler than you dared to imagine. We reduce friction and ensure accuracy with low-code/no-code configuration down to the most specific detail and seamless integration with leading CRM and ERP systems.

Experlogix Document Automation — simplifying the complex.

[Contact Experlogix for a demo.](#)



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learn more about how
Experlogix can help!

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