



## Objective

The client, a US-based Sports goods manufacturing company, wanted to stem a steady decline in sales.

## Scope

- Sales Path & product-wise definition of opportunity stages - to provide best-practice guidance for each stage.
- Product Bundles & Product Rules - to prevent incompatible products from getting sold
- Price books and pricing rules - to formalize product pricing.
- Discount schedules, Channel discounts & Option Pricing - to formalize discounting
- Revenue and quantity scheduling - to sort out revenue recognition issues.
- A tiered approval process was put in place for big-ticket opportunities.
- Reports & Dynamic dashboards - to provide timely information to the top management

## Technology

Salesforce Sales Cloud & CPQ

## Benefits

- Time taken to successfully close the opportunities dropped by 35%.
- The pricing and discounting rules uncovered a marked shift in the company's premium products & customers, prompting the strategy team to shift its gears accordingly.
- An increased level of confidence in the sales team resulted in a 10% increase in upsales.
- The number of product returns fell by 40% for two straight quarters

## Challenges

The Root Cause Analysis sessions uncovered following:

- A glaring discrepancy in opportunity stages across various products
- Lack of clarity about the discounts forced the sales team to frequently seek approval from seniors, resulting in delays and lost deals.
- Lack of a formal revenue recognition policy.
- A sharp increase in complaints about incompatible products getting sold
- Lack of timely reports to the top management