

SALESFORCE CPQ & QUOTE-TO-CASH (Q2C) OPTIMIZATION

OVERVIEW: Realign your existing CPQ setup with how your business actually sells today, turning a bottleneck back into a revenue-driving accelerator.

1. BUSINESS FRICTION

Current operational roadblocks and pain points.

■ Slow Deals

Overly complex approval chains leave quotes sitting on desks, stalling deal momentum and delaying revenue.

■ Missed Revenue

Renewals are still being tracked manually outside the system, leading to missed upsells and higher churn risk.

■ Margin Leakage

Sales reps are bypassing the system or using outdated discount rules, consistently giving away margin.

2. OPPORTUNITY

The AblyPro mechanism deployed to modernize operations

■ Enforce Pricing Rules

We build invisible guardrails into the system, ensuring reps quote the right price and protecting your margins without slowing them down.

■ Automate Approvals

We untangle your internal workflows so that Finance, Legal, and Sales are instantly aligned when a deal needs sign-off.

■ Frictionless Quoting

We streamline the document setup so reps can generate an accurate, dynamic, and client-ready contract with just a few clicks.

3. OUTCOME

Measurable business value and financial returns

▶ Faster Cash Flow

A drastically shorter quote-to-cash cycle means reps close deals faster and you recognize revenue sooner

▶ Protected Profitability

Consistent, system-enforced, rule-based pricing puts an immediate stop to margin erosion and revenue leakage.

▶ Higher Sales Adoption

When the system is intuitive and fast, reps spend less time fighting software and more time actively selling

