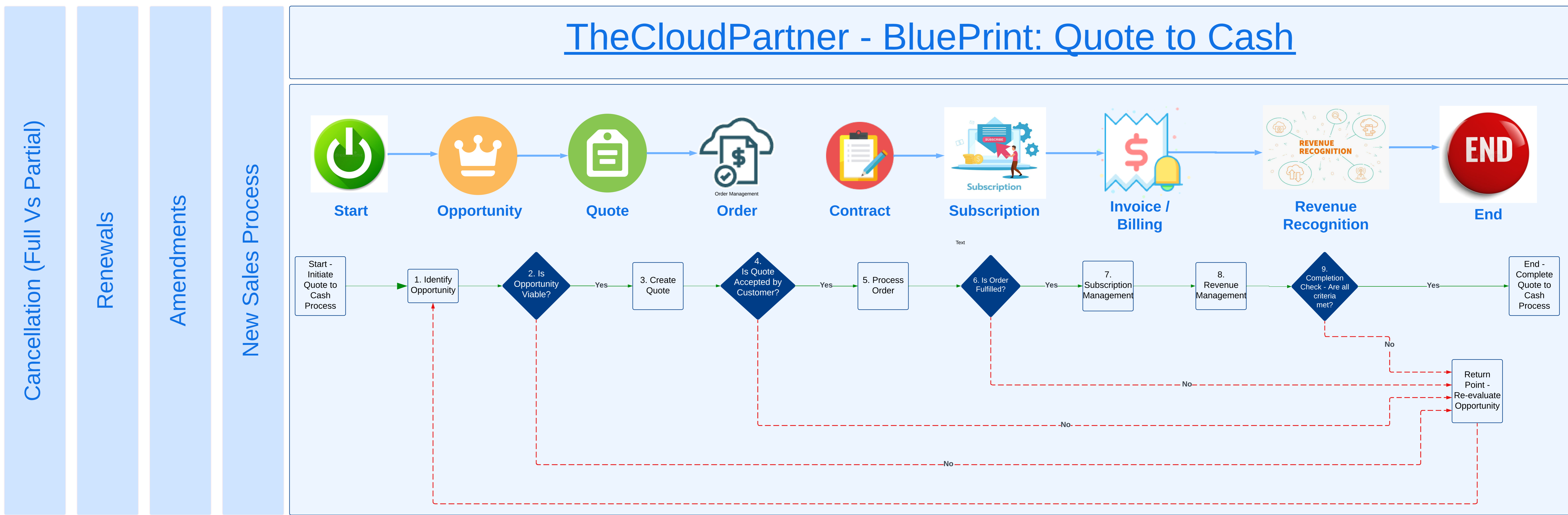


**What is Quote-to-Cash process**

The quote-to-cash process covers the end-to-end functions related to sales activity for your organization. Typically, configuring offers for a prospect is listed as the first true step of the QTC process. While there are often some sales activities that occur along with marketing functions even earlier in the buying funnel—cold calling, prospecting, inbound sales activities, and so forth—the opportunity to deliver a quote is generally seen as the first measurable, concrete QTC function.

The QTC process then spans all the way until the cash for the sale in question has been collected and allocated, and the data for all points of the process has been analyzed and used to enhance performance. It's important to distinguish this endpoint from the moment when many people assume the sales process is over: the moment the customer agrees to place an order. Although this action denotes that a sale has closed and revenue can be recorded, the sales process itself is not complete until the cash has been applied and the entire cycle can be reported and analyzed



Benefits Realized	Automation	Guided Selling	Faster Turnaround	Improved Accuracy	Personalized Service
<p>Creating proposals, quotes, contracts, and other vital documents takes time, and leaves little room for error.</p> <p>CPQ solutions allow your sales managers to automate these important steps. By pulling from all relevant data, CPQ tools can create accurate, professional documents at the push of a button.</p>	<p>The best sales reps are able to quickly identify which products or services would be the best fit for each customer.</p> <p>Advanced CPQ solutions gather and analyze client data, creating a detailed picture of who your customer is, and what they care about. This gives sales managers an edge when it comes to selling. It's so effective that sales representatives who use CPQ are 26% more likely to achieve their quotas.</p>	<p>By ironing out the wrinkles in the quote-to-cash process, CPQ tools can drastically shorten client turnaround time. Automated contracts, easy access to client and product data, and the ability to effectively manage and report on revenue all result in a sales process with no speed bumps. You and your clients can keep everything moving at the right pace.</p>	<p>With contracts constantly being sent, reviewed, revised, etc., there are a lot of opportunities for error to creep in. By taking advantage of CPQ solutions that draw from reliable data sources to auto-populate forms with the right information, you can take those kinds of errors out of the equation.</p>	<p>With so much riding on the quote-to-cash process, it can be easy to start to think of your clients as little more than numbers. However, by recognizing their individual wants and needs, you can improve your client relationships. Personalized offers and discounts can help incentivize leads into finalizing a sale</p>	

## Path to achieving TheCloudPartner - BluePrint: Quote to Cash

