

# The Cost of Creating Proposals Manually

Digging through old proposals to find content for new ones? Copying and pasting from your corporate website, product datasheets, and other sources scattered all over the place?

Here's what it's costing you...



## Financially

Aberdeen Group found that "Effective Sales Streamliners"—organizations with above average effectiveness in streamlining proposal, contract, ordering, quoting and sales collateral workflows—realized significant business benefits, including:



**198%**

A **198% greater year-over-year increase** in profit margin<sup>1</sup>



**2.2x**

A year-over-year **revenue increase more than 2.2x** as large as all other companies<sup>1</sup>



**8.8x**

**8.8x greater increase in average deal size/contract value** year-over-year<sup>1</sup>



## In Productivity



**50%**

**55%** of proposal automation users report the **software sped up the RFP and proposal process by 50% or better**<sup>2</sup>



**88%** of proposal automation users leverage intelligence from their solutions to **improve internal processes and strategies**<sup>2</sup>



**5.6%**

Effective Sales Streamliners report a **5.6% year-over-year improvement in shortening the sales cycle**<sup>1</sup>

*"Fewer than 2/3 of companies report using a centralized repository for sales proposals and contracts. Plenty of B2B organizations still—surprisingly—let their sales reps dig through reply-all email chains and copy outdated templates before putting crucial documents in front of their buyers."<sup>3</sup>*



## In Employee Turnover



**71%** of proposal team members who use automation have been with their **current employer for 6 or more years**<sup>2</sup>



**3.9%**

**3.9% reduction** in annual sales employee turnover<sup>2</sup>



## Stop Selling your Proposals and Process Short!

Best-in-Class sales organizations are 11% more likely than all others to consistently use systems of record, including CRM, ERP, and CPQ. They're also nearly 30% more likely to have standardized sales assets across all stages of the process, from email templates to contracts.<sup>1</sup> Proposal automation systems enable sales and proposal teams to quickly assemble information to create professionally branded documents across all stages of the sales cycle. Getting the right content in front of the right customers at the right time pays off in higher win rates and more business.

**Learn more about the benefits of RFP and proposal automation at [uplandsoftware.com/qvidian](https://uplandsoftware.com/qvidian)**

<sup>1</sup> "The State of Sales 2017: Systems and Strategies for Winning Revenue." Andrew Moravick, Aberdeen Group, February 2017.

<sup>2</sup> "2017 Proposal Automation Market Pulse." Qvidian, 2017.

<sup>3</sup> "End-to-End Sales Automation: Turning Discrete Technologies into Far-Reaching Business Results." Peter Ostrow, Aberdeen Group, April 2016.