





Eclat Helped a  
Manufacturing Company  
**to Increase its Revenue  
by 45%**, by Automating  
the Quoting Process.

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# Client Profile

This manufacturing firm offers a comprehensive selection of storage solutions to industries across the spectrum: from agriculture and mining, to food & beverage production, chemical processing and water authority operations.

At the forefront of liquid storage, they strive to provide their customers with excellence. Their innovative designs, quality product and commitment to superior customer service ensure a top-notch experience every time.



## Challenges



Client's range of products and fittings, while individually straightforward from a manufacturing standpoint, can be combined to create bespoke chemical storage solutions for their customers. This process involves combining elements in different ways that allow for extensive customizability and creativity.



With an extensive range of sizes, styles and tailored chemical storage solutions available for customization, clients can create the perfect solution fit to their exact needs.



With their product offering comprising a vast range of combinations, sales reps were in for an uphill battle when it came to quoting customers. Knowing compatibility and getting the right solution was key - but their process relied heavily on individual expertise; knowledge which could easily be prone to error with minimal training or oversight. It seemed this complexity would not soon let up...until now.

# Solution



Drawing on extensive experience in similar domains, Eclat recommended implementing Salesforce CPQ to address the situation.



CPQ simplifies the sales process by automatically syncing essential information into its correct field and providing reps with real-time compatibility checks, as well as limiting product quantities for customer configurations.



By implementing Salesforce CPQ, the process of quoting for chemical storage solutions has become automated and efficient. This modern platform allows sales teams to quickly quote clients within the familiar environment of Salesforce – drastically reducing time spent on mundane tasks!

# Benefits



## Remarkable Time Cutting

Thanks to recent workflow improvements, the client has been able to significantly cut their time creating a quote from 1.5 hours down to only 20 minutes - freeing up precious resources and enabling them to take on more rewarding tasks.



## Cutting Training Time

New salespeople can expect to reach a proficiency level in quoting after just one month, cutting the typical training time of 6-12 months by more than half. This efficient timeline is sure to save valuable resources and increase productivity for businesses everywhere!



## 45% Jump in Revenue

With the data indicating a 45% jump in revenue over the next three years, we are looking forward to exciting growth potential and opportunities.



# Technologies

## Salesforce CPQ

Salesforce CPQ technology is a boon for organizations that sell intricate products or services that necessitate extensive customization. With the help of CPQ, sales teams can rapidly configure and determine the prices of products and services to match customer specifications, without having to manually calculate pricing or verify compatibility.

## CPQ Attributes

In Salesforce CPQ (Configure, Price, Quote), attributes are characteristics of products or services that can be configured by the sales team to create quotes and proposals that reflect the specific needs of each customer. Some common examples of attributes include:

- 1.Size:** The size of a product, such as the length, width, height, or diameter.
- 2.Color:** The color of a product, such as red, blue, green, or black.
- 3.Capacity:** The capacity of a product, such as the amount of storage space, the weight it can hold, or the number of users it can support.

## Product Rules

Product rules are a powerful tool that can help organizations streamline their sales processes and provide their customers with more accurate and relevant quotes and proposals. By using product rules, sales teams can focus on selling, rather than on manual calculations and product configuration.

