

# Building Better Sales Processes



"We found a winning combination when we brought together Salesforce CPQ with ArganoMind's implementation expertise."

-Lucas Moreno Kristiansen,  
VP Growth and Business Development, Argos

## Background

To fix fragmented sales processes and better serve customers, the cement and ready-mix concrete company needed to combine product and pricing data from multiple systems into one accessible platform.

## Challenges

- Product and pricing data was not in the client's CRM, which forced sales reps to manually enter it into Salesforce in order to create customer quotes.
- Because of this broken process, some sales reps would bypass it by producing their own quotes and delivering them to customers over the phone.
- No automated pricing controls or standardization, which often led to errors and missed revenue generation opportunities.

## Solution

An integrated sales solution comprised of Salesforce CPQ, enhancements to the client's existing Salesforce CRM instance and Conga Quote Generation to automate quote management and approvals.

## Results

- Operational efficiency with easy access to a comprehensive sales management solution.
- Streamlined processes that enable sales reps to work smarter, perform better, and improve sales outcomes.
- Faster, more accurate quotes with a favorites feature to save product configurations for easy reference in the future.
- Increased revenue achieved through built-in pricing controls and approval thresholds.
- Improved business intelligence through better forecasting and visibility into customer and project lifecycles.



## Industry

Building Materials; Manufacturing

## Organization Size

Enterprise - \$2.3B in Revenue;  
8,000 employees

## Products and Services

- Salesforce CPQ
- Salesforce CRM Enhancements
- Conga Quote Generation

## Key Differentiator

Using best practices and a proven tool kit, ArganoMind delivered a fully integrated sales transformation solution in just 12 weeks.