

# CPQ Users Outperform Non-CPQ Users

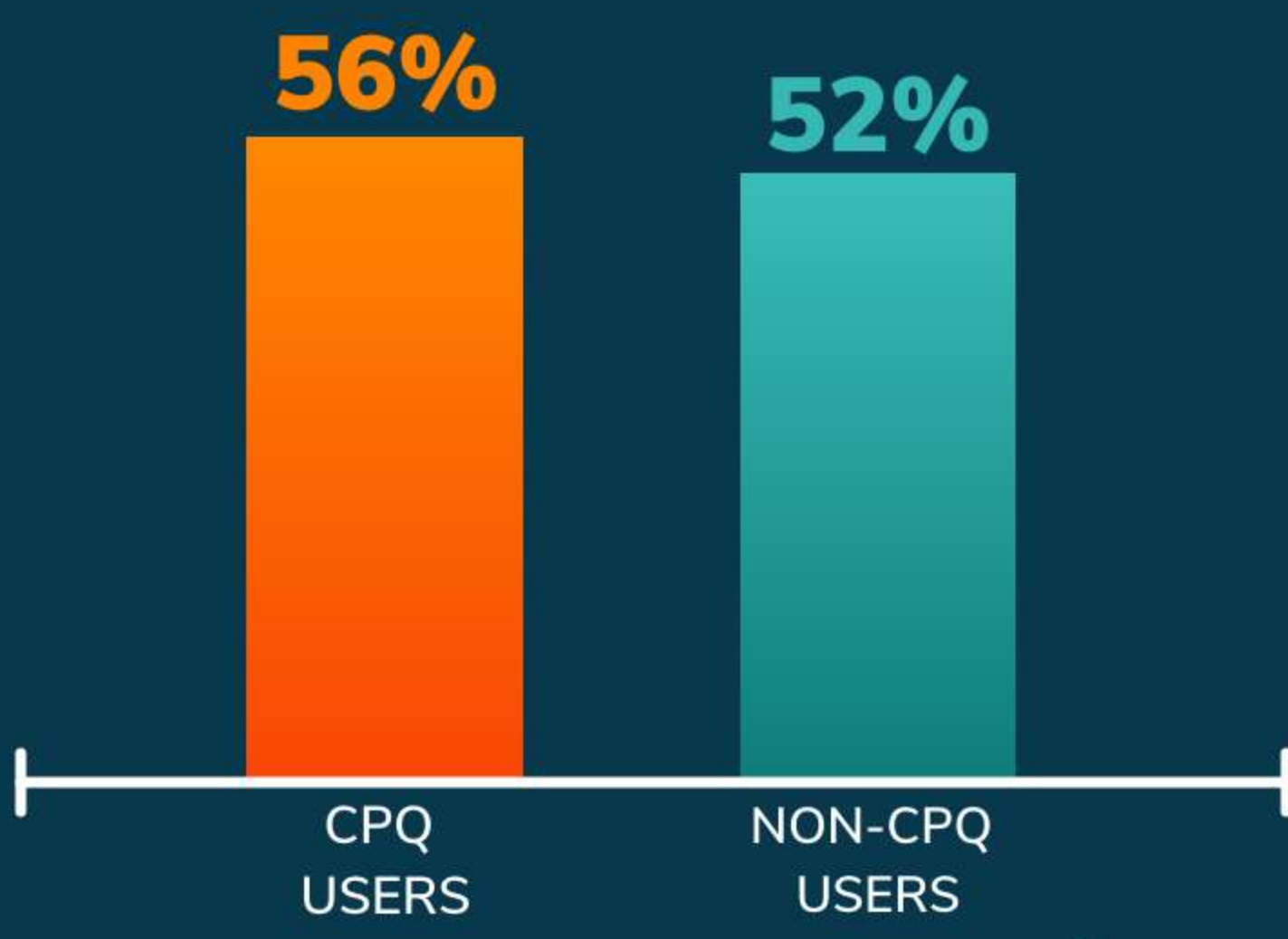
Source: Aberdeen Group



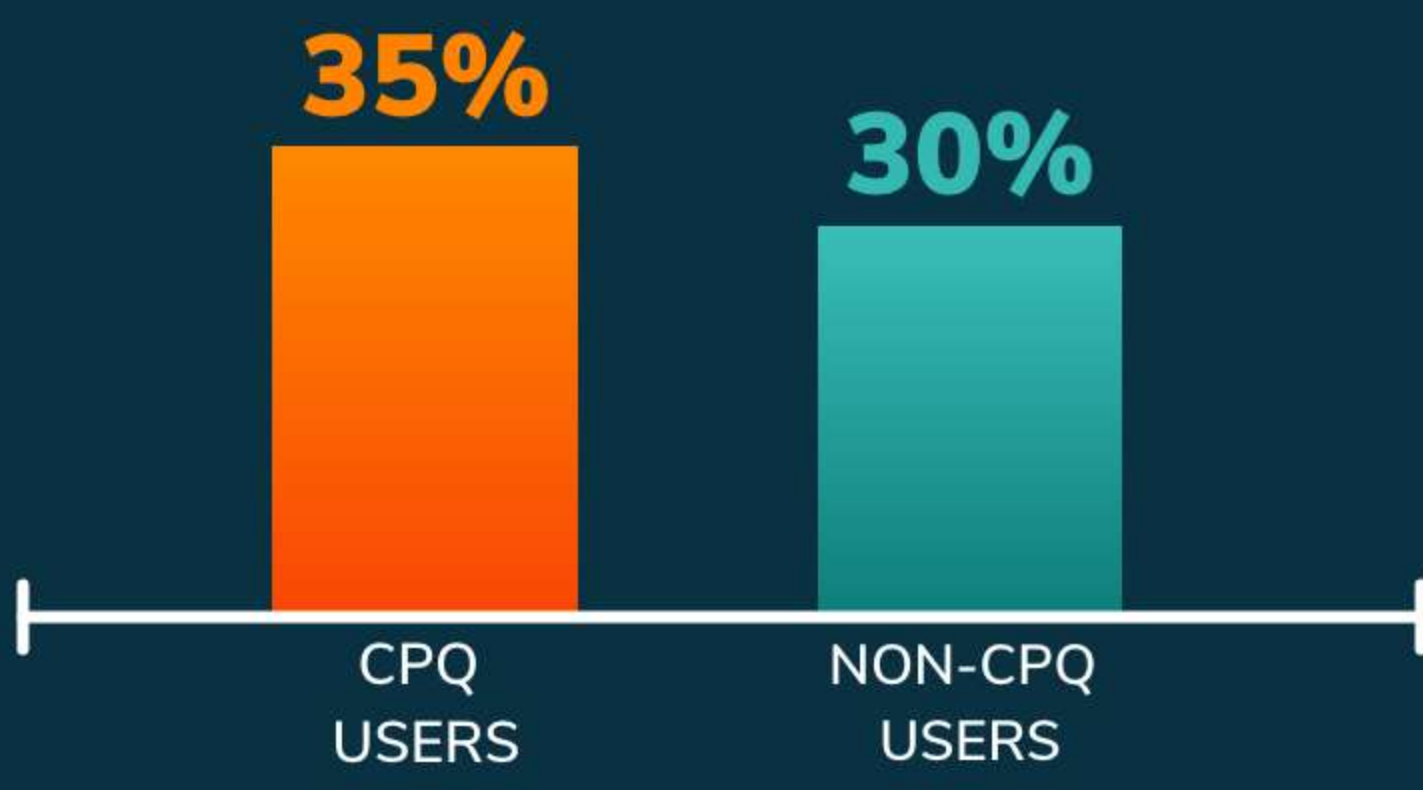
CPQ USERS  
NON-CPQ USERS



## Overall Team Attainment of Sales Quota



## Lead Conversion Rate



## Average Deal Size or Contract Value



## Average Number of Proposal, Quotes, or RFP Responses Delivered Per Rep, Per Month



## Average Sales Cycle

