

HOW *to* OPTIMIZE SALES *and* DRIVE GROWTH *in* PROFESSIONAL SERVICES

THE WORLD *of* PROFESSIONAL SERVICES

The professional services industry is rapidly changing. The workforce is evolving. Business models are becoming increasingly complex – and faster, more tech-savvy firms are seizing top clients and markets.

THE FOCUS *of* SALES TEAMS



1
Optimizing for effectiveness - ensuring reps are hitting their quota and the business is achieving targets.



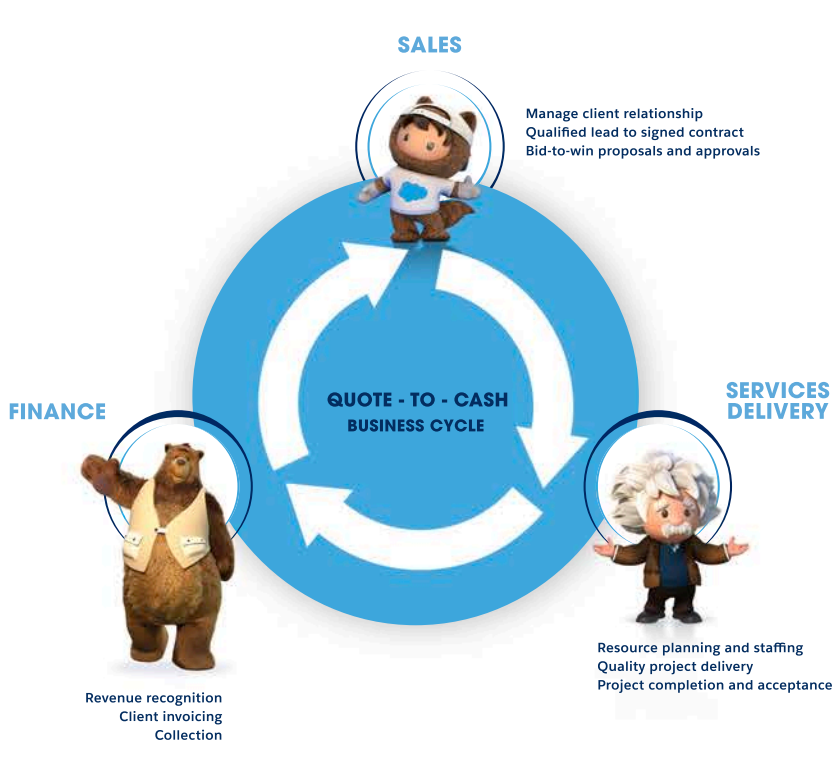
2
Building lasting relationships - nurturing relationships to upsell and cross sell existing clients, win new bids, and establishing valuable relationships with new clients.



3
Ensuring client success - satisfied clients deliver stronger references, more referrals, and repeat business.

SALES SUCCESS HINGES *on* MORE THAN *the* SALES TEAM

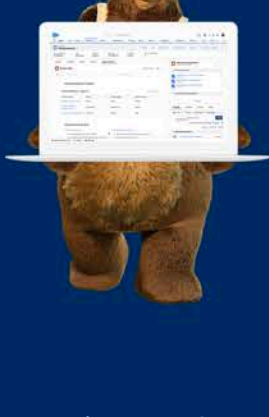
Requires effective Quote-to-Cash coordination between cross-functional teams



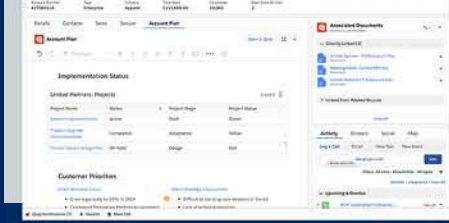
TRANSFORM CRM PROCESSES *for* PROFESSIONAL SERVICES

QUIP FOR CUSTOMER 360 + SALES CLOUD

With Quip for Customer 360 and Sales Cloud, professional services firms gain competitive edge, work faster and see optimized results.



LIVE DATA-DRIVEN ACCOUNT STRATEGIES

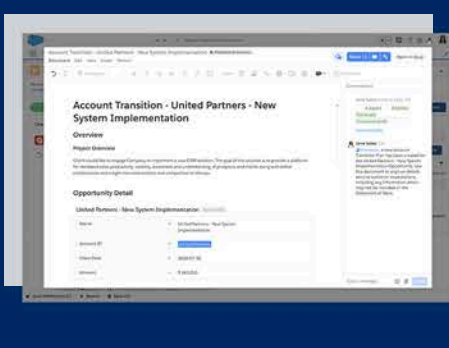


Drive repeat business and referrals with live data-driven account strategies

Leverage live bi-directionally synced Salesforce data to build actionable account strategies that help reps nurture existing client relationships. With real-time visibility into a rich history of client data and account operations, reps can uncover new opportunities, spot trends, and take early corrective action to make sure clients are successful and more likely to return and refer business.

46%
INCREASED PRODUCTIVITY*

SEAMLESS ACCOUNT TRANSITIONS

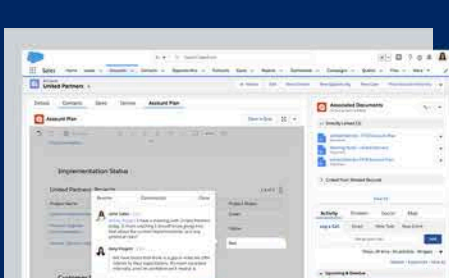


Facilitate seamless account transitions to streamline Quote-to-Cash coordination

Empower reps to hit their quota by streamlining quote-to-cash coordination. Sales reps can optimize client success by providing services delivery teams visibility into real-time client data and all the context they need to act and deliver timely, high-quality projects. Seamless transitions are going to help make sure that they not only hit their targets, but drive future referrals and repeat business.

43%
LESS EMAILS*

PROCESS STANDARDIZATION & AUTOMATION

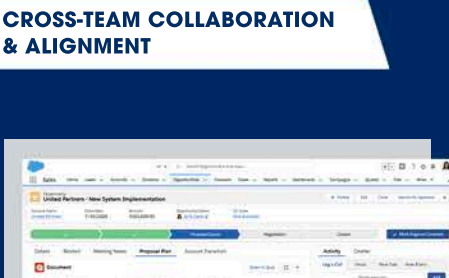


Standardize sales best practices and build them into any automated CRM process

Boost rep productivity and accelerate your sales cycle by standardizing sales best practices and building them into automated CRM processes. Save rep time by automating manual administrative tasks and reduce their ramp time by allowing them to repurpose standard knowledge and best practice resources that they can quickly and easily customize for each prospect.

38%
FEWER MEETINGS*

CROSS-TEAM COLLABORATION & ALIGNMENT



Empower cross-team collaboration and alignment to win more bids and land new clients

Win more bids and land new clients by aligning with cross-functional teams early on in the bidding process. Communicate and align around resources and staffing up front, provide them visibility around real-time CRM data and contextual client information, and incorporate their input to build and deliver high-quality proposals.

37%
FASTER PROJECT COMPLETION*

LEARN MORE *about* TRANSFORMING CRM PROCESSES *for* PROFESSIONAL SERVICES



Drive repeat business and land new clients in three easy steps:
<https://youtu.be/opywhGDr874>



*Based on 663 responses from Quip customers (September 2016)