



Revenue Management – Drive growth with a customer-centric sales configuration layer

Today's competitive manufacturing landscape makes selling complex, customised products challenging. Sales teams struggle with lengthy quoting processes, pricing errors, and difficulty translating technical product details into clear options and specifications. These hurdles slow down sales cycles, reduce win rates, and limit revenue growth.

A user-friendly sales configuration layer, powered by advanced Configure-Price-Quote (CPQ) technology, turns complexity into clear, value-focused choices. This helps sales teams to deliver accurate quotes quickly, improving collaboration with customers, and increases win rates.

What is a Sales Configuration Layer?

When selling complex products, it is important to recognise that there are two distinct but complementary types of configuration: the **sales configuration** and the **technical configuration**. Both are essential, but they serve very different purposes:

SALES CONFIGURATION

A simple, user-friendly interface that converts complex product options into clear, value-driven choices. It enables non-technical users to select features without needing engineering knowledge.

- **User-friendly:** Presents only relevant, easy-to-understand and -communicate options tailored to end customer needs.
- **Revenue-focused:** Uses dynamic pricing and rules to suggest upsell and cross-sell opportunities, ensuring offers are both attractive and profitable.
- **Commercial impact:** Accelerates sales cycles, reduces quoting errors and enhances customer experience, improving win rates and reducing revenue leakage.

TECHNICAL CONFIGURATION

Contains all the precise specifications and components required to build the product correctly and efficiently, ensuring that every configuration is technically feasible, compliant and ready for production.

- **Engineering precision:** Captures detailed product specifications to guarantee manufacturability and quality.
- **Operational rigor:** Validates configurations against engineering and manufacturing constraints to prevent costly rework and manual efforts.
- **Production efficiency:** Generates accurate bills of materials, manufacturing instructions, and ERP-ready data.



Benefits of Sales Configuration

Traditional sales processes often depend on manual checks, disconnected systems, and lengthy approvals, which cause delays, errors, and lost revenue. A sales configuration layer, powered by a modern, integrated, CPQ solution, brings automation and streamlines the sales process. CPQ bridges the gap between customer needs and technical feasibility of buying complex equipment and enables efficient configuration, pricing and quoting. This empowers organisations to **sell smarter, faster and with greater confidence**. The sales configuration layer, targeted for sales users, and even for customers, is a **critical driver of efficiency and growth**. Key benefits of a sales configuration layer include:

1. Faster, simpler configuration

By simplifying complex product options into clear, rule-based choices, sales teams can generate accurate quotes in minutes rather than days. Presenting only valid, business-oriented options, decoupled from the technical configuration, and automating technical checks, removes the need for manual validation. This reduces errors, accelerates sales cycles, and improves customer satisfaction & also allows extending the configuration process to the end customers via commerce layer.

2. Increase revenue through dynamic bundling

Sales configuration enables intelligent product bundling and personalised recommendations, helping sales teams offer tailored packages that increase deal value. Businesses can recommend complementary products or services to expand upsell opportunities. A guided selling approach further refines this process, simplifying decision-making for customers. This approach not only increases revenue per transaction but also enhances the customer experience by offering ready-made, optimized solutions.

3. Accurate, Automated Promotions and Pricing

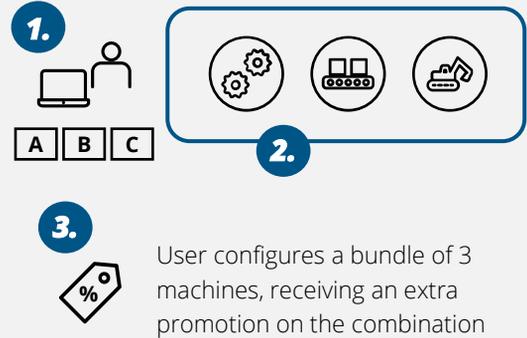
An integrated promotional layer ensures that discounts, campaigns, and customer-specific pricing are applied automatically and accurately. This eliminates manual price calculations and approvals, allowing sales teams to offer competitive, compliant pricing in real time. Promotions can be tailored by customer segment or strategic goals easily using the advanced possibilities provided by the sales configuration layer.

4. Seamless Quote-to-Order workflow

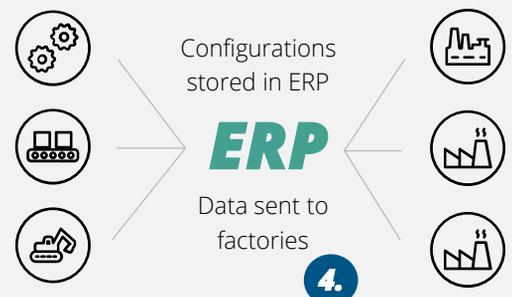
Automating data flow between CPQ, CRM, and ERP removes manual data entry and reduces errors. Customer selections, pricing, and technical details are synchronised in real time, streamlining operations, cutting administrative work, and enabling faster order fulfilment.

SALES CONFIGURATION

Front-End: Personalised all-in-one interface

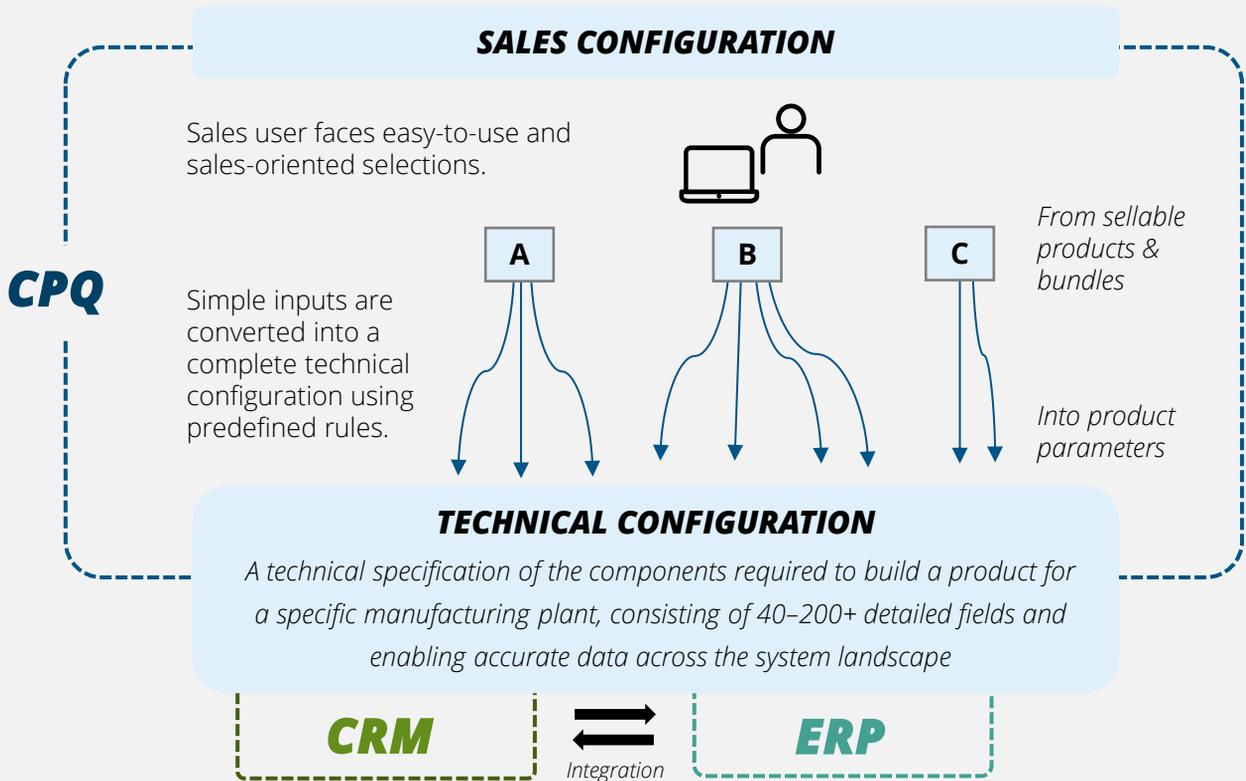


TECHNICAL CONFIGURATION



System Landscape for Sales Configuration

The true value of a sales configuration layer comes from **seamless integrations of multiple systems, primarily Configure-Price-Quote (CPQ), Customer Relationship Management (CRM), and Enterprise Resource Planning (ERP)**. Each system plays a distinct role, but the real business value comes from how they work together to ensure sales teams have accurate, up-to-date information at their fingertips driving efficiency, accuracy, and commercial success throughout the sales process.



At the core of this system landscape is the **CPQ platform**, which serves as the vital link between sales and product management. Using a rules-driven engine, it converts the simplified, customer-focused selections made in the sales configuration layer into detailed, technically accurate configurations required for production. This automated translation ensures that every option offered to the customer is feasible to build and deliver, eliminating errors and delays. By bridging the gap between what customers want and what manufacturing can produce, the CPQ system enables sales teams to confidently provide accurate quotes and accelerate the sales process.

The **CRM system** provides the sales front-end, offering customer data, pricing history, discount visibility, and insights into installed products. This rich customer data enables sales teams to tailor quotes and promotions effectively, improving commercial precision and personalisation.

On the backend, the **ERP system** manages back-end operations, ensuring that configured products can be manufactured, delivered, and invoiced without issues. Integration with CPQ guarantees that orders flow smoothly from quote to production, validating technical feasibility and synchronising data across systems.

Successful implementation depends not only on deploying these tools but also on orchestrating them with clear rules and seamless data exchange. This integrated approach eliminates manual errors, accelerates sales cycles, and empowers sales teams to focus on delivering customer value.

Summary

A sales configuration layer is a strategic enabler for manufacturers seeking to simplify complex product sales while maintaining technical and commercial accuracy. By leveraging a CPQ system integrated with CRM and ERP, organisations can streamline the quoting process, reduce lead times, and eliminate manual errors. This approach not only accelerates sales cycles by providing intuitive, user-friendly configuration options tailored to specific needs but also enhances customer satisfaction.

The system's dual-layer structure, combining a customer-friendly, value-focused sales configuration with a detailed, technically precise configuration, ensures that every quote is both commercially optimised and technically feasible. Features such as dynamic bundling, automated pricing, and seamless data integration further enhance revenue potential and operational efficiency.

Ultimately, a well-implemented sales configuration layer bridges the gap between engineering complexity and commercial agility. It empowers sales teams to respond faster to customer needs, close deals more confidently, and drive sustainable growth. Focusing on automation, real-time data, and user-centric design, businesses can transform their sales process into a key competitive advantage.

This article is part of the Deloitte Revenue Management series. For further information or to discuss how a sales configuration layer can drive growth in your organisation, please get in touch with our experts.



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