



## AWP Safety successfully integrated three new companies under one single business process with Salesforce CPQ



### CHALLENGE

Difficulty integrating multiple companies under one process.

Cross-selling was impossible with different selling processes, pricing, and currencies.

Lagging growth was attributed to limitations in multi-currency and Price Books.

Manual bundling and pricing.

Lack of universal agreement on pricing and discounts made it hard to create synergy.

The companies were operating in silos, with different legal & approval processes.

### APPROACH

Analyzed the existing processes across all companies, including the parent company.

Streamlined all business processes.

Restructured the product catalog, introduced automating pricing calculations, and consolidating Price Books.

Introduced approval processes along with guardrails in place for discounting and contracted pricing.

Implemented Guided Selling for the Sales Team.

### RESULTS

Revenue dramatically increased from optimization of quoting by using Price Rules, Approvals, and Discounting.

Sales teams could cross-sell and upsell products easily using a common Price Book.

Recurring revenue increased due to automation of renewals and implementation of Subscriptions.

Easily manage live contracts with add-ons and change orders.

	Salesforce CPQ
	Service Cloud
	Sales Cloud