Category

Commercial Excellence

Proposal, Quoting & Deal Desk Excellence Playbook

Turning around accurate quotes fast enough that deal desk speed stops costing you deals

- Practitioner
- Intermediate
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- Administrator
- 15 July 2022
- 3 minute(s)

Overview

A framework for proposal, quoting, and deal desk excellence — streamlining quote generation and approval workflow for both speed and accuracy, avoiding the common trade-off where fast quoting sacrifices accuracy or accurate quoting sacrifices the speed competitive deals require.

Is there an inherent trade-off between quote turnaround speed and

quote accuracy? Not necessarily inherent — much of the apparent trade-off actually stems from process and system inefficiency (manual approval routing, disconnected pricing data) rather than a genuine speed-accuracy trade-off, meaning process redesign can often improve both dimensions simultaneously.

What's the most common cause of slow deal desk turnaround?

Manual, unclear approval routing where a quote requiring exception approval doesn't have a clear, fast path to the right approver, causing delays that have nothing to do with the underlying pricing complexity itself.

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