

# Upsell effectively with Tacton CPQ Options Management

Upsell is important to increase deal sizes and revenue, but also make the customer happier with a more complete offering

With Tacton CPQ Options management, B2B manufacturing companies are able to add mounted accessories and options to a configured capital equipment.

## B2B Manufacturing challenges

If you are selling highly Individualized B2B manufacturing products, you know that adding options and accessories to the equipment can be a hassle. How do you know that the accessory is compatible with the capital equipment? And how do you know what options are available to the market segment you are targeting? With out having to involve engineering to the deal. In some industries, being able to add a wide range to options to the main equipment is vital, e.g. in Specialty Vehicle segment.









## Business value

- Increase revenue by bigger deal sizes
- Decrease sales costs and lead-times for offering mounted accessories to the main equipment
- Reduce cost of maintaining and introducing options to sales
- Reduce time-to-market for your options



### Accessories




#### Extras

	<input type="text" value="5"/>	GPS Bike Computer 9000
	<input type="text" value="0"/>	Drivetrain Cleaner 500ml
	<input type="text" value="0"/>	Drivetrain Cleaner 1000ml
	<input type="text" value="0"/>	Chain Lube 120ml
	<input type="text" value="0"/>	Direct Drive Cycletrainer
	<input type="text" value="0"/>	Octal Mips Helmet

## Solution

Tacton CPQ constraint-based configuration engine has helped B2B manufacturing companies to sell the most advanced an individualized machines for over 25 years. With Tacton CPQ Options management you can leverage the same technology for offering options on top-of your main equipment. This ensures that the accessories offered in the configuration are compatible with the configured product and that options are adjusted according to the customer's market. All priced and presented within the same quote.

### Vehicle options

	<input type="checkbox"/>	Golden Rims	<input type="text" value="Weight (Kg): 2"/>
	<input type="checkbox"/>	Diamond Handles	<input type="text" value="Weight (Kg): 3"/>
	<input type="checkbox"/>	Mud flaps	<input type="text" value="Weight (Kg): 4"/>