



THE TECHNOLOGY BEHIND A BETTER PROPOSAL PROCESS

The State of Proposal Management Survey Report

Technology has influenced practically every aspect of modern life – and the business world is no exception. While it often creates as many problems as it solves (think the 24-hour availability of mobile devices infringing on your personal time), technology can substantially alleviate many day-to-day business pain points.

Content management is one such area, especially when it comes to creating sales proposals. Finding the right content can be an exhausting and time consuming process, while chasing down subject matter experts when they're already at capacity is enjoyable for exactly no one.

The average knowledge worker wastes 9.3 hrs per week looking for content, with the problem existing for sales teams too, who spend an average of 20 hrs per week searching for content and putting proposals together.

We wanted to find out if proposal teams face the same challenges, so we ran a global survey to find out.

What is the proposal process really like, and can software make it better?

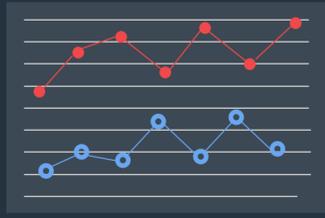
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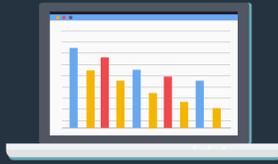
We're producing more and more proposals on average than ever before – nearly **50%** of respondents create **10 or more** proposals every **month**.

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But a surprising **24%** of these companies aren't even tracking the **success** of their **proposals**...



3



And **69%** don't use dedicated proposal management software to help **improve** their creation **process**....

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Those who do use **proposal software** say that it's **vital** to their organization and gives them a big **advantage** over the competition...



5



Improved **quality** & consistency and increased productivity are the biggest **benefits**...

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And most said the **content library** is the most **important** feature...



7



In fact, **most** of the respondents who use this software say that their **proposal** process runs **smoothly**...

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While most of those who **don't** use it say that there's a lot of **pressure** on a few people.



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And three quarters said that the **software** was **worth** the price!

10

But... **Technology** can't fix everything. You need to have the right **goals, people** and **processes** in place first.

Download the State of Proposal Management Report

Sources:

- 1. http://www.mckinsey.com/insights/high_tech_telecom_s_internet/the_social_economy
- 2. <http://www.docurated.com/proposal-management-software-boosting-business-infographic>

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