

2025 CPQ

trends report:

preparing for
the next wave in
sales technology

	\$
	\$



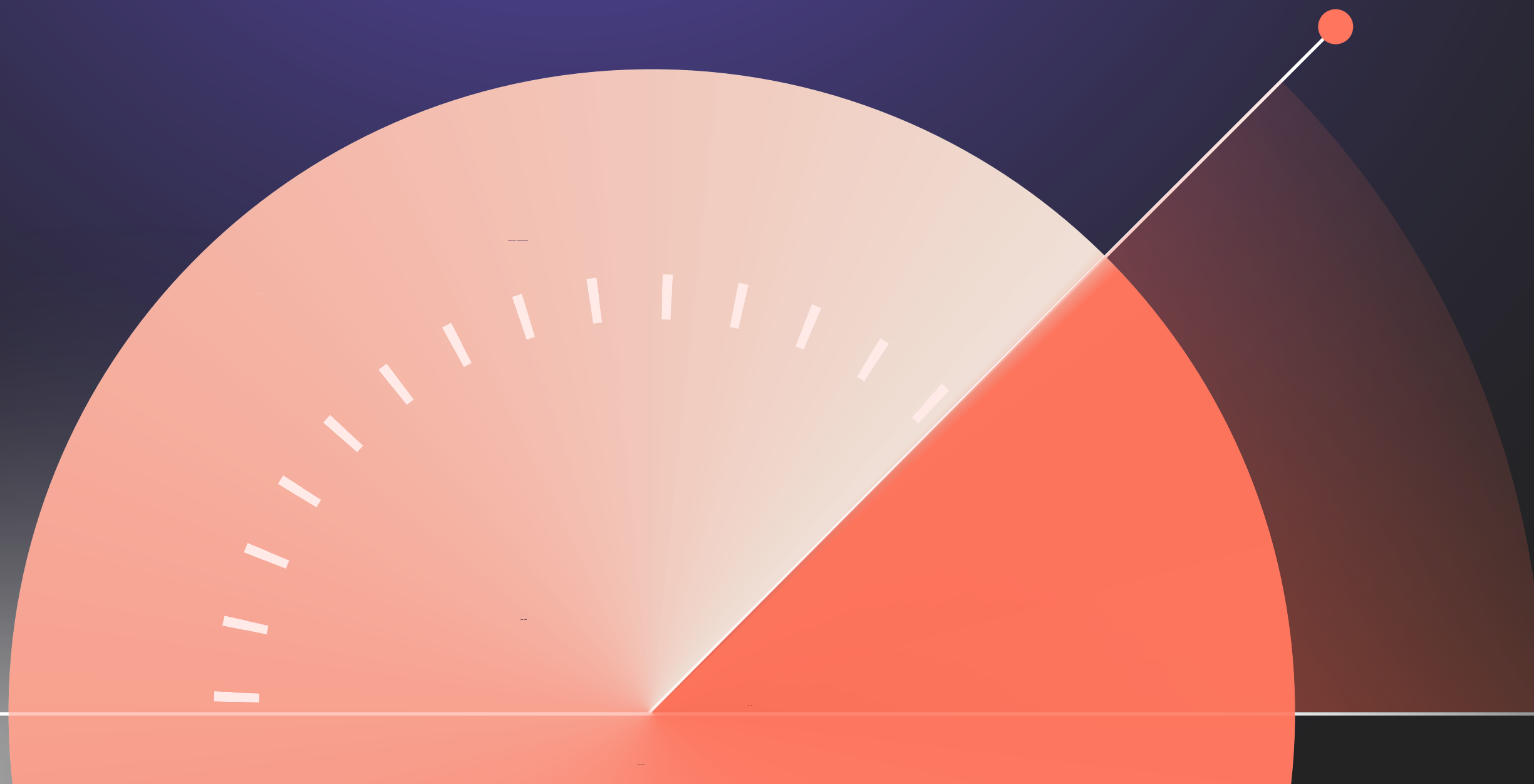
are

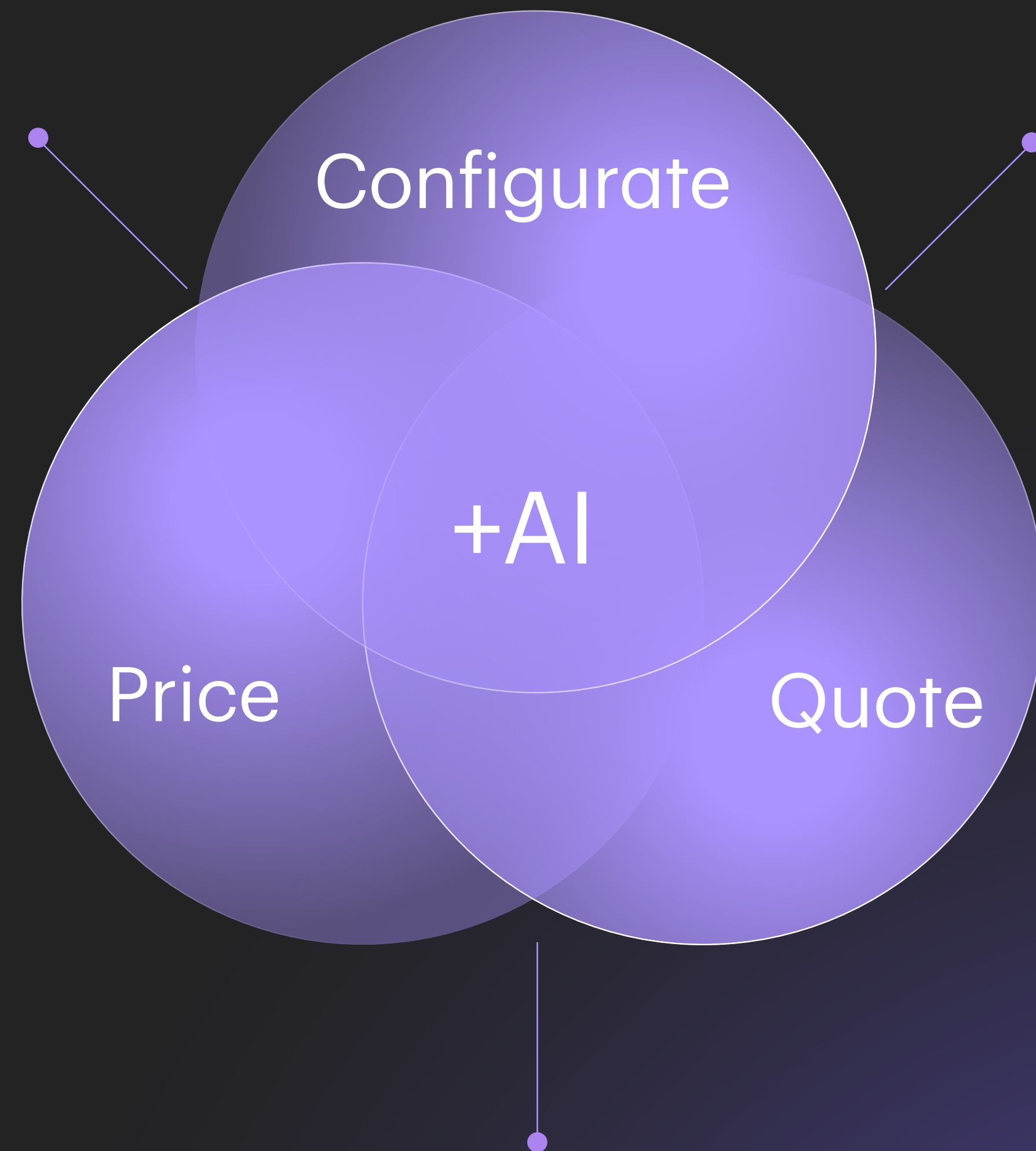
It's time to **rethink** deal velocity

RevOps has always been about 🏎️ speed. The faster you can 🔄 move deals to close, the better, right? But, the real question is:

How can you accelerate 📈 revenue the right way?

It's not just about closing deals faster — it's about doing it with precision and efficiency, making every moment in the revenue cycle count.





You don't need to rush through it, but you do need to eliminate unnecessary delays and reduce manual work that slows you down. That requires using the right tools and strategies to make your revenue engine run smoothly, so deals close quickly and effectively without the headaches.

In this report, we'll explore how CPQ (configure, price, quote) software is transforming the revenue cycle and accelerating deal velocity.

You'll discover key trends shaping the future of revenue teams, and gain insight into the innovations driving smarter, faster revenue cycles.

We'll also explore how AI and automation are evolving CPQ tools to help revenue teams deliver faster, more personalized customer experiences, laying the foundation to accelerate revenue growth the right way.

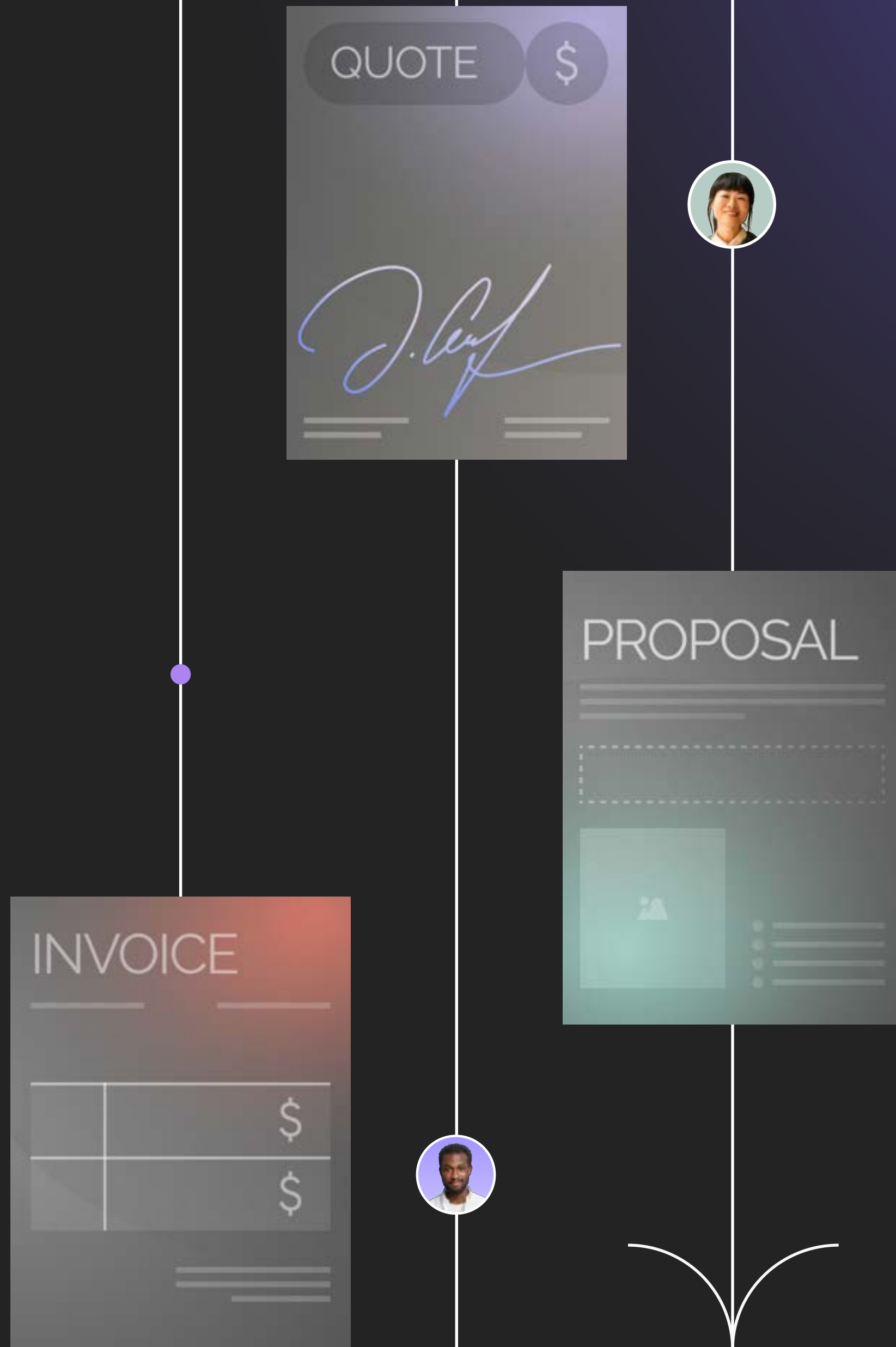


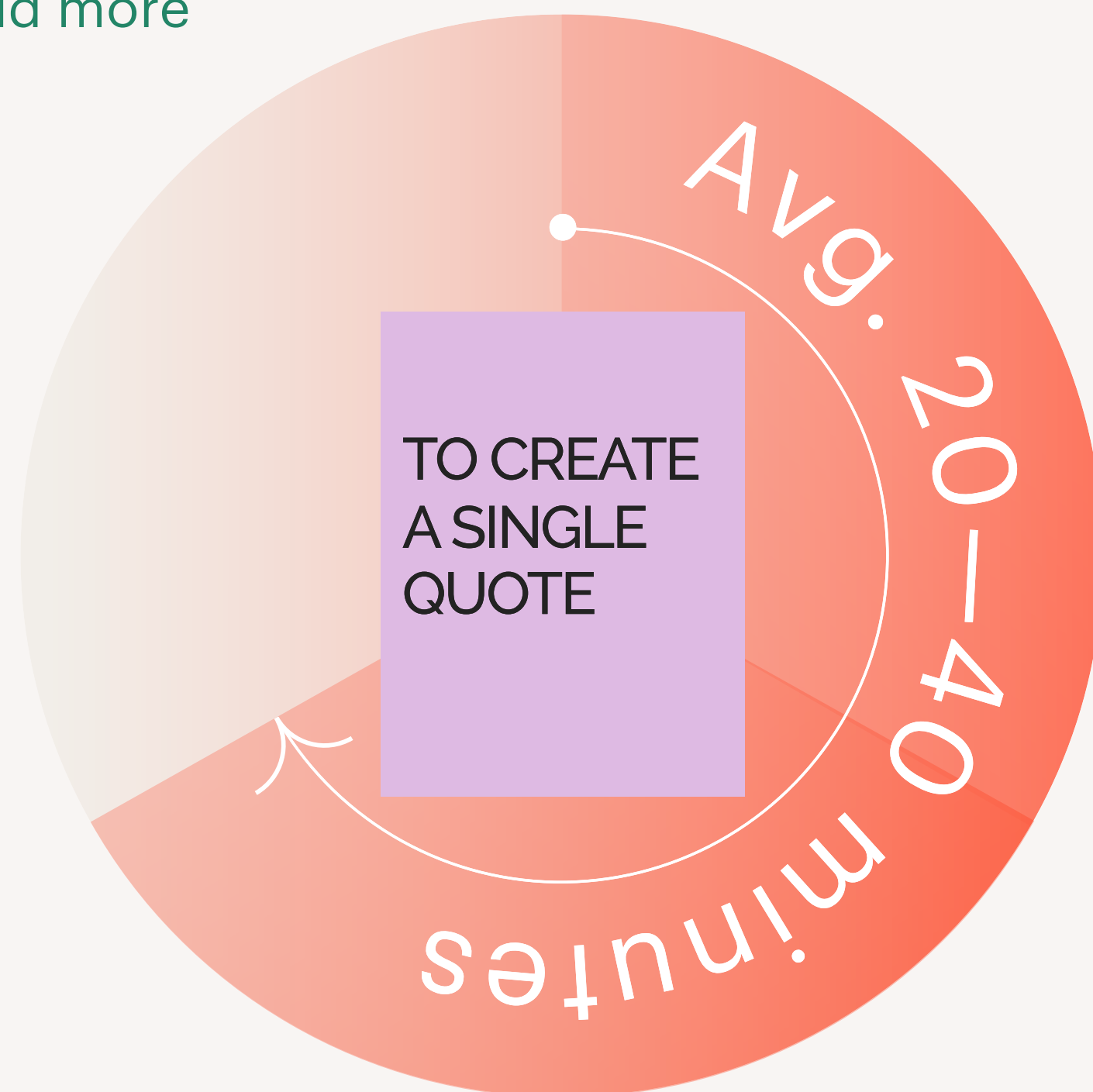
Table of contents

The race for faster B2B sales	1
The case for CPQ: why every second counts	2
How CPQ drives revenue growth	3
State of CPQ 2025: Market growth and industry adoption	4
CPQ software by the numbers	5
The importance of CPQ software in the revenue cycle	6
Sales trends for 2025	7
Learn how to get started with CPQ software	8

The race for faster B2B sales

Creating quotes for complex, configurable products is often a slow and manual process. Sales teams spend valuable time navigating pricing rules, options, and approvals — just to generate a single quote.

[🔗 Read more](#)



In a competitive market, speed directly impacts outcomes. When response time is critical, delays cost deals — and Sales Managers know that volume and responsiveness drive results.

[🔗 Read more](#)



The case for CPQ: why every second counts

So, how can you bridge the gap between the need for speed and streamlining processes?

That's where CPQ (Configure, Price, Quote) software provides value and why it has become a must-have asset for revenue organizations.



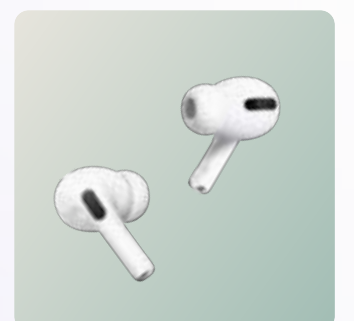
↓ Pull data from CRM

↓ Collect form data

↓ Create a quote

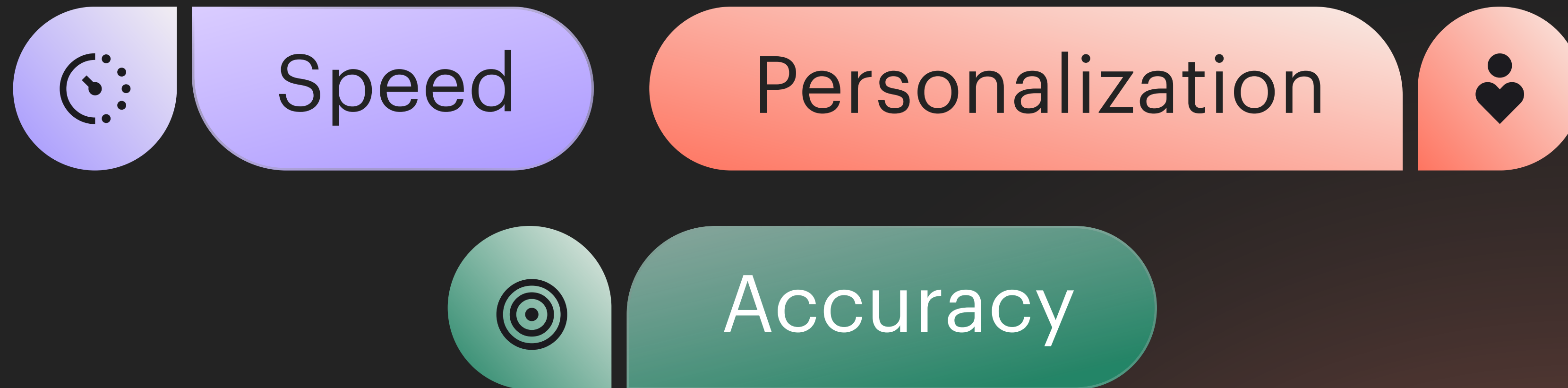
✓ Generate a document

QUOTE



How CPQ drives revenue growth

Today's buyers expect speed, accuracy, and convenience at every stage of the sales cycle, including the quoting and proposal process. Meeting these expectations is mission-critical in 2025 and beyond.



If you miss one — you risk losing all

Here's why:

ENHANCED CUSTOMER SATISFACTION

Companies that use CPQ software experience a 17% increase in lead conversion rates, attributed to more accurate pricing, faster quoting, and a personalized ordering experience. ([KETIV](#))

IMPROVED CUSTOMER EXPERIENCE

CPQ tools enable quick and personalized responses, demonstrating to customers that their time and needs are valued, which boosts satisfaction and loyalty.

INCREASED CUSTOMER SATISFACTION SCORES

ERP systems with CPQ product configuration tools help address customer pain points, leading to higher customer satisfaction ratings. ([Friedman Corproation](#))

Deal closed!

Agreement signed!

Form completed!



The takeaway?

Customers expect more than ever — and they're quick to walk away when those expectations aren't met.

In fact, 73% of consumers say customer experience is a critical factor in purchasing decisions. Delivering a fast, accurate, and personalized experience isn't optional, it's essential.

That means quote expediency and accuracy are no longer just operational wins — they're strategic advantages in a competitive market.





State of CPQ 2025: market growth and industry adoption

The estimated value of the CPQ market was \$2.2 billion in 2022, and it's projected to expand to \$7.3 billion by 2030.

Meeting customer expectations isn't just about better service; it's about fueling a shift in how businesses operate. To keep up, companies are doubling down on tools that help them deliver faster, more accurate quotes at scale.

That's why the CPQ market is growing at a breakneck pace. What was once a nice-to-have, is now becoming table stakes across industries. Market data makes it clear: if you're not already investing in CPQ tools, you're already behind.

2022: \$2.2B

2030: \$7.3 B





CPQ software by the numbers

The influence of CPQ software on deal velocity is significant. By automating and streamlining the quoting and proposal process, CPQ enables revenue teams to work more efficiently, close more deals, and focus on what matters most: selling.



TIME SAVINGS & SPEED

10× faster quote generation with CPQ tools. ([Salesforce](#))

95% reduction in approval times with CPQ tools. ([Softclouds](#))

73% more time is spent on creating quotes and proposals without CPQ tools. ([Softclouds](#))



PRODUCTIVITY BOOST

34% of time is spent actively selling; the rest is lost to pricing and admin tasks. CPQ helps shift that balance. ([Softclouds](#))

28% shorter sales cycles allow teams to engage more prospects in less time. ([Cloudley](#))

CPQ software by the numbers



RAMP-UP & ONBOARDING

30% faster onboarding for new hires with CPQ, helping them contribute to pipeline growth sooner. ([Salesforce](#))



COMPETITIVE ADVANTAGE

50% more deals go to the first vendor to respond. ([CloudSense](#))

80% of American consumers point to speed, convenience, knowledgeable help, and friendly service as the most important factors in a positive customer experience. ([PwC](#))



SALES RESULTS

26% more sales reps meet their quota when using CPQ. ([Softclouds](#))

105% larger average deal sizes are reported by companies using CPQ solutions. ([CloudSense](#))

CPQ software accelerates deal velocity by delivering the speed, convenience, and information consumers expect and demand.

73%

Sales reps can take up to 73% more time to produce a quote or proposal without a CPQ tool. (Softclouds)

26%

26% more sales reps achieved quota using CPQ. (Softclouds)

28%

CPQ can reduce the sales cycle by up to 28%.

34%

The majority of sales representatives only spend 34% of their time actively selling, with the majority of their time spent on pricing for prospects.

According to a Salesforce report, revenue teams have reported:



The first vendor to respond to prospects wins 50% more deals. (CloudSense)



Companies that use a CPQ solution can experience 105% larger average deal size. (CloudSense)

10x

QUICKER QUOTE
GENERATION

95%

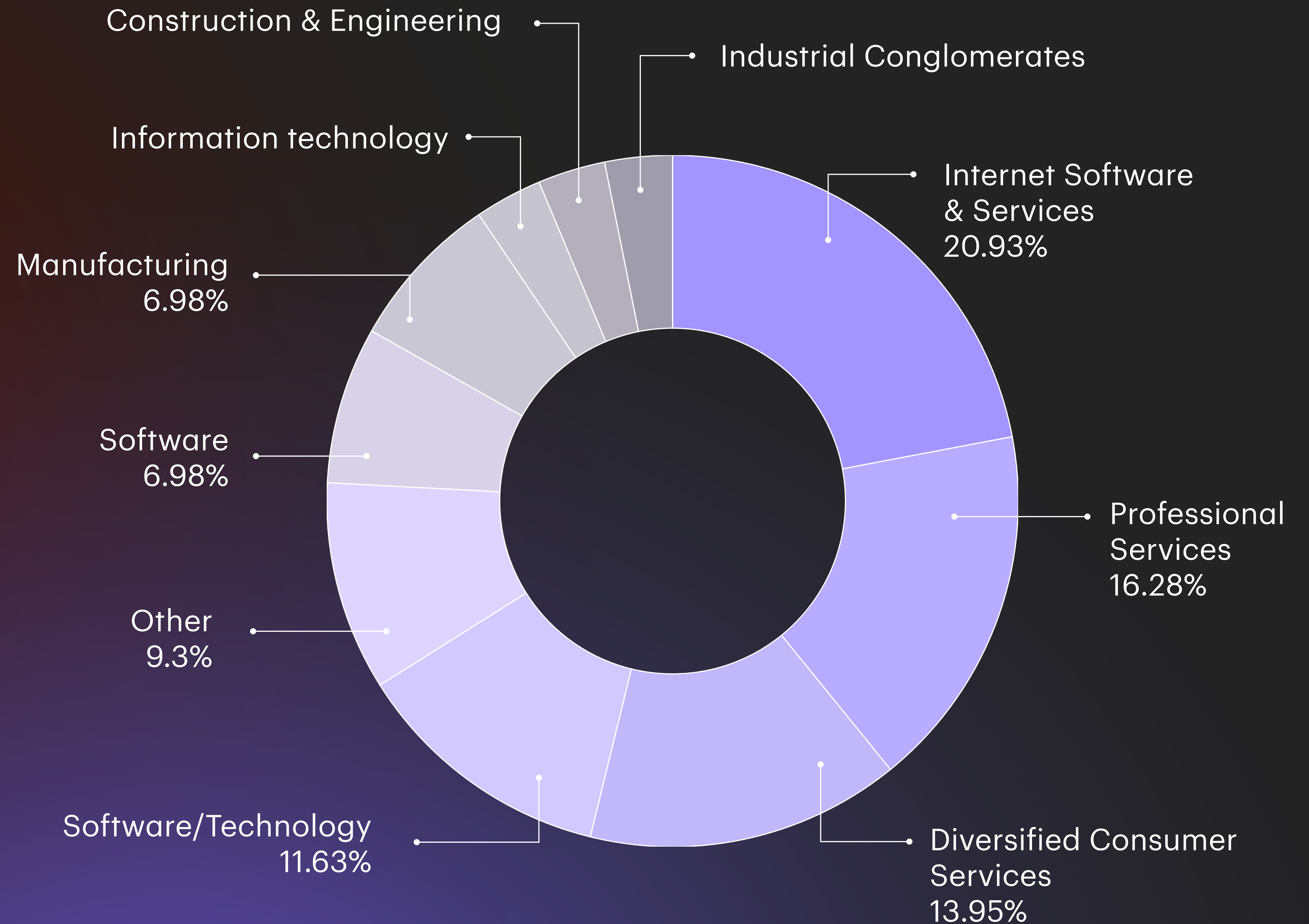
REDUCTION IN TIME
FOR APPROVAL

30%

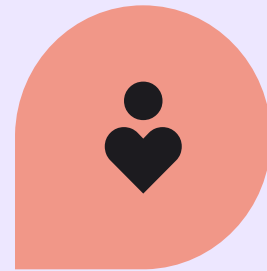
QUICKER ONBOARDING
FOR NEW SALES MEMBERS

CPQ use by industry

With all the benefits CPQ software provides, it is used by Sales and RevOps teams across various industries.



CPQ tools help these teams:



CLOSE DEALS FASTER

With features like guided selling and pricing rules, CPQ software helps reps create fast, accurate quotes.

REDUCE MANUAL PROCESSES

No more updating spreadsheets or manually calculating prices. CPQ software helps teams generate quotes in real time based on the latest pricing information and prospect selections, directly from your CRM data.

MINIMIZE ERRORS

Accurate quotes mean less back and forth, and teams can move prospects through the sales process faster.

ESTABLISH CONSISTENT PRICING

CPQ software helps teams manage pricing adjustments for large-volume orders and standardize product configurations. Establishing clear rules ensures consistent pricing.





INCREASE CUSTOMER SATISFACTION

CPQ tools empower revenue teams to deliver fast, personalized, and accurate quotes that reflect each customer's unique needs and business context. This not only eliminates frustrating delays and errors but also shows customers that their time and requirements are valued, building trust, reducing friction, and significantly improving the overall buying experience.

MEASURE PRICING PERFORMANCE

Most CPQ software provides pricing data, empowering businesses to adjust their pricing strategies and maximize revenue.

SAVE TIME AND AUTOMATE DATA TRANSFER

Thanks to integrations with CRM platforms, CPQ software helps teams save time and ensure accuracy by eliminating the need for manual data entry.



— Katie Drury, Head of Revenue Enablement at PandaDoc



”

CPQ offers an opportunity to develop strategic pricing for your business that is now super easy to implement, reducing manual errors and giving time back to your reps to focus on revenue-generating activities.”

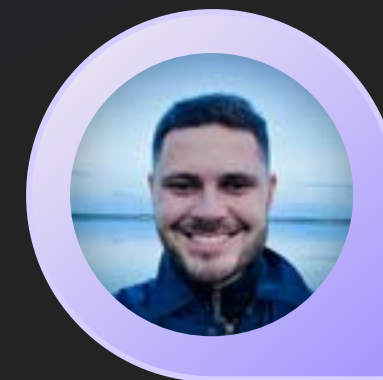
Want to learn more about how CPQ solutions work?

CPQ + AI: the next evolution in sales automation

In fact, according to a global survey from McKinsey and Company, 65% of respondents say their organizations use AI regularly.

All of that is just the beginning. As CPQ adoption grows and the use cases evolve, the technology will continue to level up — and AI is leading the charge. From smarter pricing recommendations to real-time quote optimization, AI will help Sales and RevOps teams reap the existing benefits of CPQ and make it even faster, sharper, and more strategic.

The use of AI isn't some far-off vision; it's already here, and it's scaling fast. Organizations across industries are weaving AI into everything from customer service to sales forecasting.



VASIL REMENIUK

Director of Product Management PandaDoc

”

“At this point, it's very clear that AI disruption in the CPQ space is absolutely inevitable.

When

Then

The way most CPQ platforms are built today relies heavily on rules that are difficult to create and maintain, and these rules power the automation of quoting and pricing processes. However, the next step will be to instruct AI systems to generate these rules based on machine learning, making the entire quoting process guided and conversational.

Different types of AI systems will continue to influence CPQ software, including:

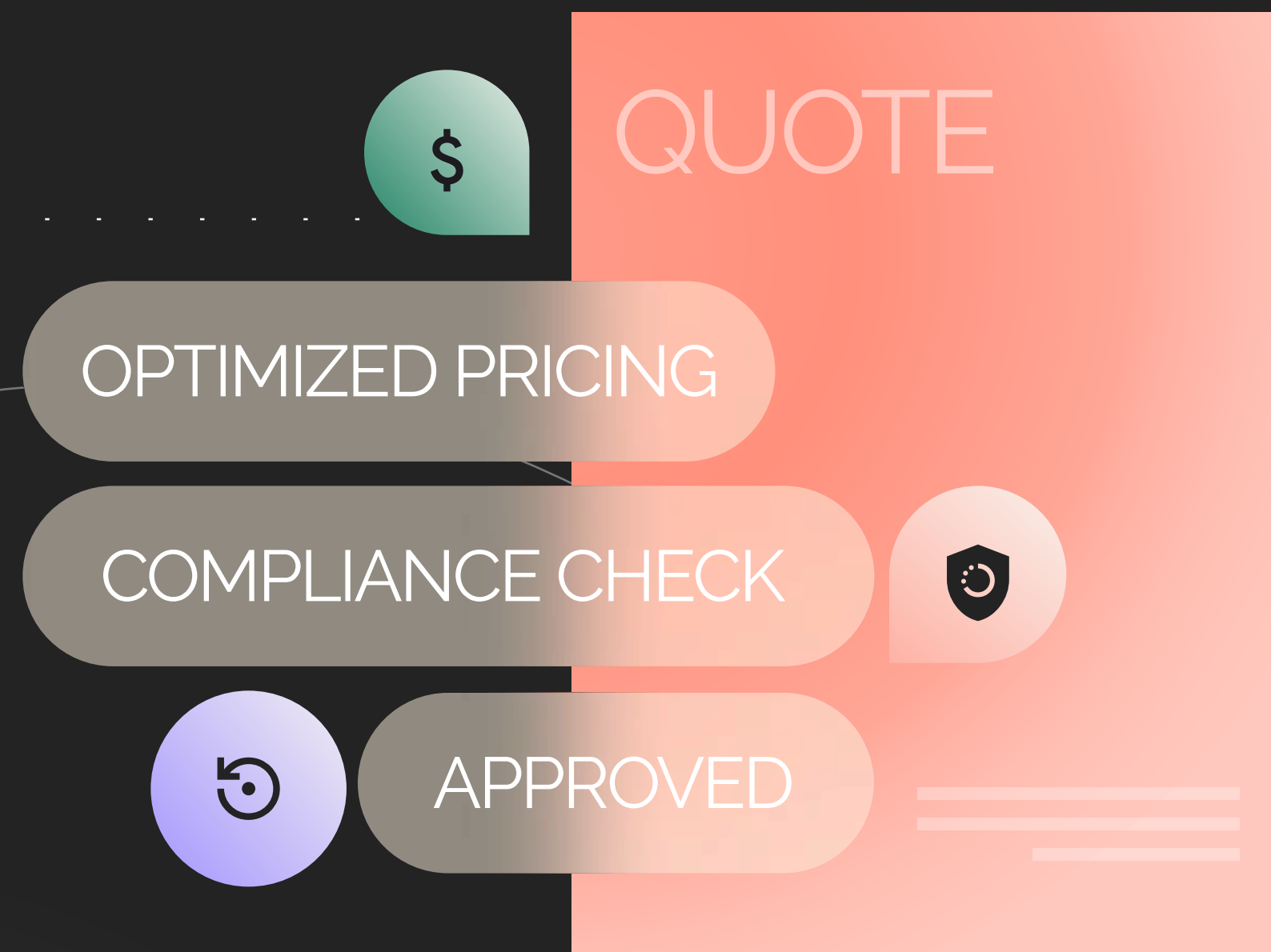
traditional AI

agentic AI



generative AI

Traditional AI in CPQ



Traditional AI will continue to enhance CPQ systems through machine learning, predictive analytics, and rules-based automation. The technology is already:

Optimizing pricing models

AI systems can use historical data, market trends, competitor insights, and customer segmentation to inform pricing strategies.

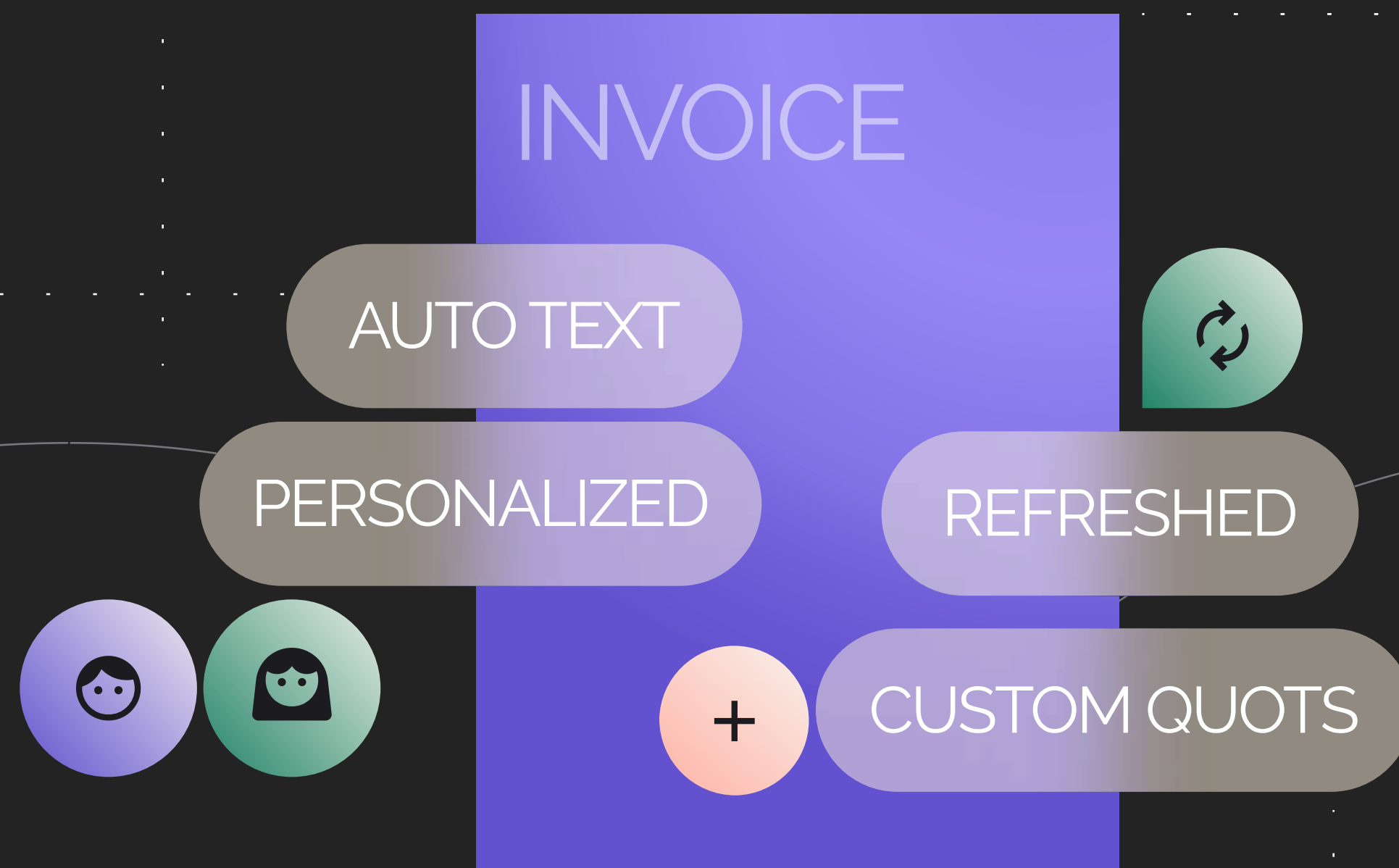
Automating approval workflows

These workflows help eliminate bottlenecks by routing approvals to the right stakeholders based on predefined rules.

Reducing compliance errors

Traditional AI validates configurations against a set of rules, reducing the risk of errors, non-compliance, or incompatible product selections.

Generative AI in CPQ



Generative AI enables the automatic generation of sales content, product configurations, and customer communications. Unlike traditional AI, which operates within predefined rules, generative AI can create new content based on patterns and learned data.

This enhances the CPQ process in several ways:

Product configuration optimization:

Generative AI suggests optimal configurations based on a customer's requirements and inputs, ensuring the best-fit solution while adhering to business constraints.

Sales enablement and personalized recommendations:

AI-generated sales scripts, emails, and responses help revenue teams engage customers more effectively.

Automated quote generation:

AI dynamically creates custom quotes based on past pricing trends, discounts, and customer history.

Agentic AI in CPQ

Unlike traditional and generative AI, agentic AI is expected to autonomously manage complex processes, learn from interactions, and make independent decisions within predefined constraints.

When integrated into CPQ systems, Agentic AI can potentially introduce:

AI-powered sales assistants:

Autonomous AI agents that interact with revenue teams and customers to recommend configurations, negotiate pricing, and adjust terms based on predefined strategies.

Self-learning pricing models:

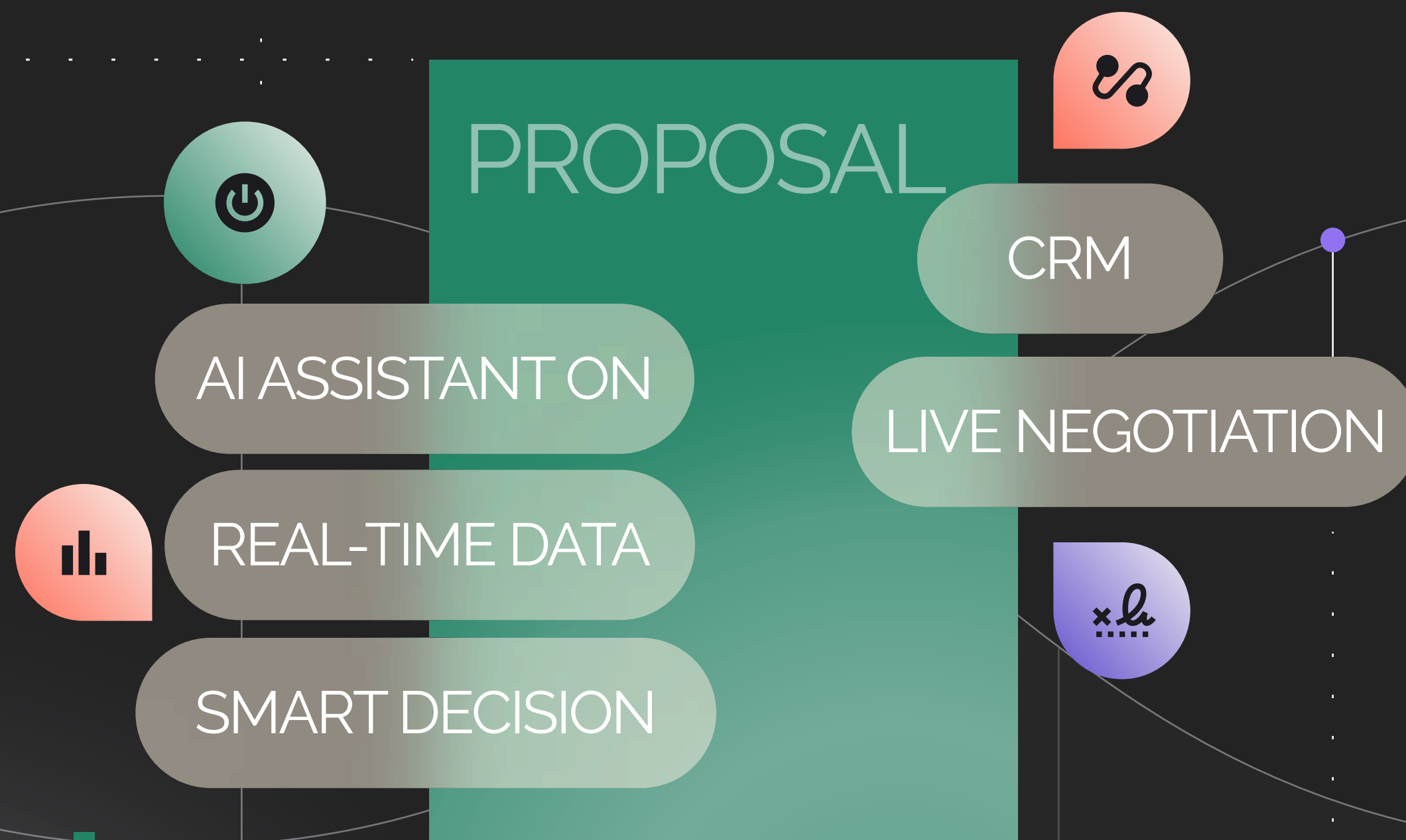
AI can potentially continuously refine pricing strategies based on live market conditions, customer behavior, and competitor actions, reducing reliance on manual adjustments.



AI-driven negotiations:

AI agents may be capable of assessing a deal's profitability in real time and propose counteroffers to customers, helping revenue teams close deals faster while maintaining margins.

Seamless platform integration:

AI agents may integrate CPQ with CRM, ERP, and e-commerce platforms, ensuring data consistency and reducing inefficiencies.



With AI , CPQ solutions are expected to evolve further, becoming more powerful, useful, and intuitive as business needs change and vendors compete to offer the best solutions .

Sales trends for 2025



Sales
Contract

The right tools and systems in place can help optimize operations, but it's how the revenue teams adapt and interact with customers that truly makes a difference. As customer expectations continue to evolve, revenue teams must be prepared to meet these demands by shifting not only their technology but also their sales strategies.

Revenue teams must implement lasting changes in sales strategies, processes, and resource allocation, with a strong focus on automation and digital-first engagement.

These are the sales trends teams must be aware of in 2025 and beyond to help meet ever-increasing customer demands.

Sales trends for 2025



Hyperautomation

is now a baseline expectation. Revenue teams are expected to move fast and stay efficient. Automating repetitive processes (like quote creation, approvals, and contract generation) is no longer a luxury, it's a core requirement for maintaining momentum and minimizing human error across the sales cycle.

Personalization

must be built into every touchpoint. Generic, static documents and outreach no longer cut it. Today's buyers expect proposals, contracts, and interactions to reflect their unique needs and context. revenue teams must adopt systems that support dynamic content, tailored messaging, and real-time customization.

Scalability

requires cloud-first infrastructure. In a digital-first environment, sales organizations must be equipped to deliver consistent, customized experiences at scale. Cloud-native workflows ensure teams can collaborate, respond, and engage prospects in real time, regardless of size or geography.

Data

isn't just useful — it's essential. High-performing revenue teams rely on insights from digital engagement to drive decision-making. Metrics like document views, interaction time, and approval bottlenecks help teams fine-tune messaging, forecast more accurately, and prioritize deals with the highest potential.



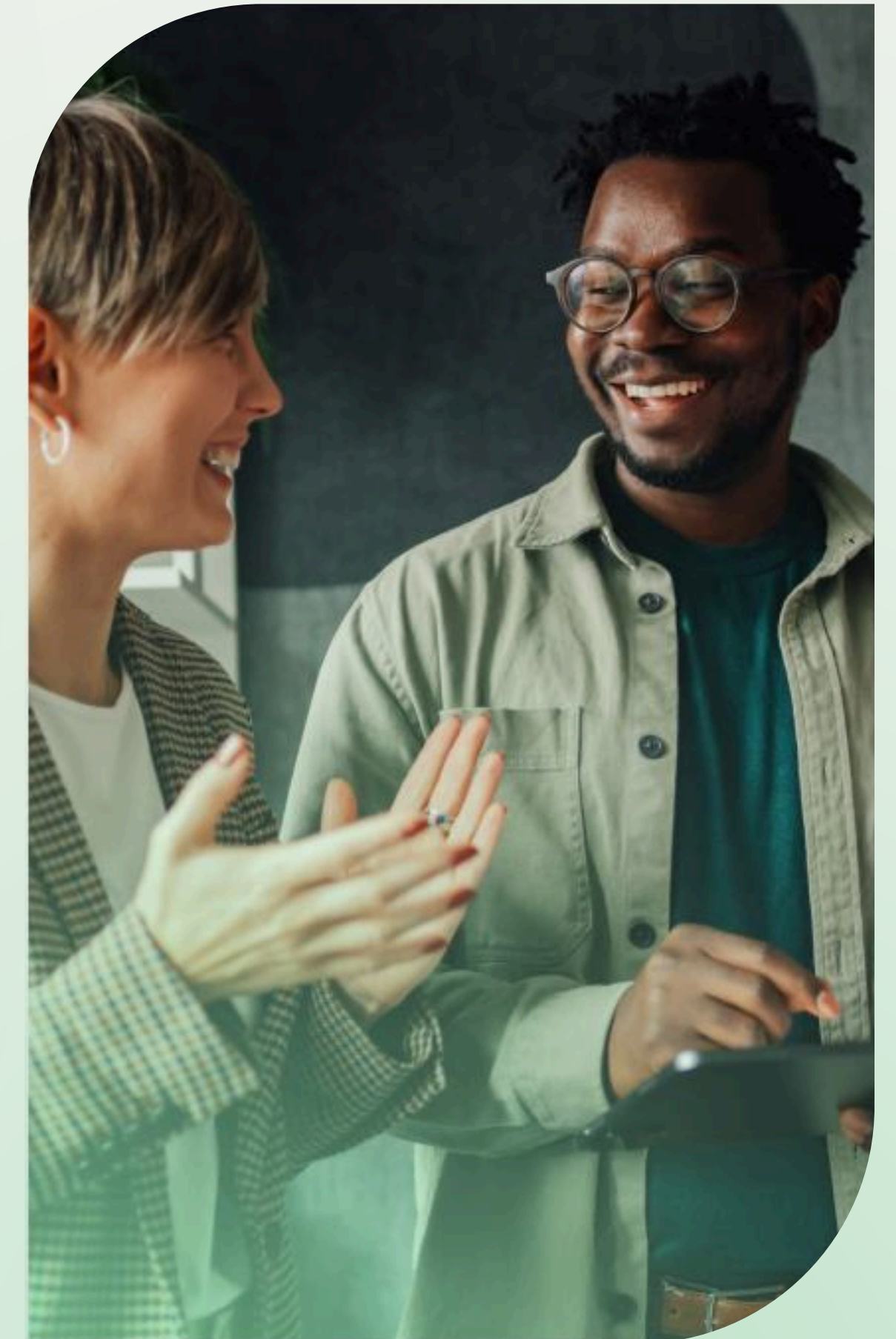
Sellers must become “sense makers”

These solutions will help revenue teams streamline operations. However, it’s important for revenue teams to also change their strategy to meet the needs of modern buyers and adapt to consumer behavior.

Businesses must still find ways to influence buying decisions as face-to-face customer interactions decline. A good place to start is helping buyers make sense of product information. Gartner research shows it’s critical to boost a buyer’s confidence in their purchase decision.

Otherwise, uncertainty pervades the purchase decision process, making it less likely that the customer will complete the purchase, let alone enter a high-quality deal (i.e., buying a premium offering).

To increase buyer confidence, revenue teams must shift their approach. Sales professionals should evolve beyond being a source of information, as customers can source information on their own through online research.



Instead, sellers should now operate as **“sense makers”** who help customers make sense of all the information they gather throughout the sales cycle.

Revenue teams who leverage digital technology to support the shift towards a "sense maker" approach will have more success in the year ahead. For example, equipping sellers with CPQ software helps them deliver fast, accurate, and tailored quotes at scale, providing transparent pricing for products and services. This helps customers navigate purchasing decisions and preview customized options.

How PandaDoc CPQ gives teams valuable time back



FROM 60 MIN.
TO JUST 5 MIN.

CloverDX has saved time
creating complex renewals



FROM 20 MIN.
TO 2 MIN.

Altendorf has cut average
quote creation time

Learn how to get started with CPQ solution

Are you looking for a CPQ solution with automated document generation, guided selling capabilities, and end-to-end proposal management?

PandaDoc offers native two-way integrations with Hubspot and Salesforce, saving our customers hundreds of hours. Discover why PandaDoc CPQ is your go-to solution for streamlining your entire sales workflow, providing seamless integration with your CRM while centralizing quote creation, approvals, and document management.

Is a CPQ solution right for your business?



CPQ software readiness checklist



www.pandadoc.com

[© 2025 PandaDoc Inc. All rights reserved](#)