

Empowering Your Sales Team with a Price Quote Tool

The amount of time it takes you to reply to prospects can make or break deals. When GadellNet needed a faster way to produce sales quotes, they turned to Formstack to automate their sales quote process.



GadellNet helps businesses grow by ensuring their technology runs efficiently, powerfully, and seamlessly. Their team of IT specialists and technology consultants provide strategic IT services and support to organizations across the country.

Industry
IT Consulting

Customer Since
2014

Use Case
Automated Price Quotes

Products
Forms

Features
Conditional Logic, Calculating Fields

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Challenge

When members of the sales team met with prospects, they were unable to quote prices on the spot. They had to do a lot of back-and-forth communicating with the CEO, which created a major bottleneck. The sales process was slow, tedious, and difficult to track, and it sometimes led to lost sales.

6 days
average delay for production of sales quotes due to bottlenecks

Solution

When meeting with a prospect, their Formstack sales quote form guides the sales rep's conversation and collects important data like equipment needed, users, and support needs. The form then automatically calculates a price quote dependent on the answers, and it can be easily adjusted in real time. Once the quote is finalized, an email is automatically sent to billing for proposal creation.

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We have about 40 different forms we use across the company. Formstack's logic and mathematic functions have been indispensable for what we do.



Nick Smarrelli
CEO at GadellNet

The Results



Closed more sales by significantly shortening the sales cycle



Created on-demand, customizable pricing for prospects



Provided sales reps with one source of truth for sales quotes



Eliminated seven emails from the sales process



Automated the creation of sales proposals



Enabled sales quotes to be produced six days sooner