VISTECH

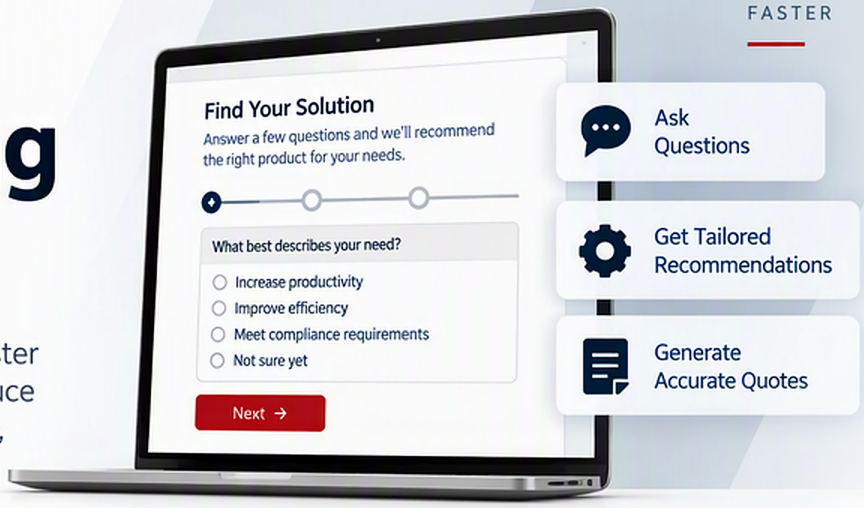
SIMPLER
SMARTER
FASTER

SOLSUITE CPQ

Guided Selling

A Smarter Path to the Right Solution

Help customers find the right products faster with AI-powered CPQ Guided Selling. Reduce product confusion, improve quote accuracy, and create better buying experiences across every channel.



What Is Guided Selling in CPQ?

Guided Selling is a customer-focused approach that helps buyers identify the right product through a series of questions, recommendations, and decision-support tools.

Rather than forcing customers to navigate large product catalogs or rely on technical expertise, Guided Selling captures buyer intent and translates it into accurate product recommendations.

Organizations use Guided Selling to:

- Simplify product selection
- Improve customer experiences
- Reduce buying friction
- Increase recommendation accuracy
- Support digital commerce initiatives
- Scale product expertise across channels

Two Approaches. One Goal.

Different paths. The same outcome — the right solution for every buyer.

Structured Guided Selling

Uses predefined decision trees, business rules, and workflows to guide customers through a logical product selection process.

This approach works particularly well for:

- Complex configurable products
- Regulated industries
- Technical product catalogs
- Organizations requiring consistent buying experiences

Conversational AI Guided Selling

Allows buyers to describe their requirements in natural language. AI agents interpret buyer intent, ask follow-up questions, gather missing information, and guide the discussion toward the most appropriate solution.

This approach creates a more personalized, flexible, and engaging buying experiences while maintaining accuracy and governance.

Why Organizations Invest in Guided Selling

Many organizations struggle with:

- Large and complex product catalogs
- Dependence on product experts
- Lengthy sales cycles
- Inconsistent recommendations
- Customer confusion during product selection
- Difficulty scaling expertise across channels

The Result

Guided Selling helps organizations deliver accurate recommendations consistently across sales, service, and digital experiences.

- Happier Customers
- Shorter Sales Cycles
- Greater Efficiency
- More Accurate Quotes