2025 Built to Sell Report:

How AI, Automation, and Digital Commerce Are Transforming Manufacturing Sales

EXECUTIVE SUMMARY

The 2025 Built to Sell Report examines how AI, automation, and digital commerce are reshaping the way U.S. manufacturers quote, sell, and deliver complex configure-to-order products. This report captures a pivotal moment for the industry – one in which digital urgency has collided with significant technology advancements driving urgency, supply chain pressure, and intensifying competition.

To understand how manufacturers are responding, Aleran surveyed 200 mid-sized and U.S.-based enterprise B2B manufacturers across sectors including computer hardware, aftermarket parts, OEM components, robotics, electronics, packaging, HVAC, medical devices, industrial equipment, and more. Respondents represent some of the most complex, configure-to-order and high-mix manufacturers operating today. Their processes involve intricate pricing rules, aftermarket part management and sales, multi-stakeholder approvals, evolving configurations, and long Request for Quote (RFQ) cycles – making them ideal bellwethers for industry-wide transformation.

What we found makes a compelling case for change:

- **86% say slow, manual quoting has cost them deals.**

- **Quoting inaccuracies and inefficiencies lead to an average 5% annual revenue leakage – equal to ~$2.5M per company based on $50M average revenue.**

- **The leading causes of lost deals from manual quoting are complex approval processes (53%), insufficient pricing flexibility (47%), and misaligned customer requirements (45%).**

- **70% of respondents said quotes still take more than a day to deliver, and 63% noted their quoting is not yet fully automated.**

As manufacturers highlighted the key issues limiting growth and efficiency, they also outlined plans to address lost deals from manual quoting and reduce revenue leakage. In fact, they reported that digital quoting – including Configure Price Quote (CPQ) and B2B commerce – topped the list of investment priorities, followed by sales order management, digital product catalogs, customer portals, and AI sales agents.

However, despite recognizing these issues and outlining plans to address them, investment traction remains stagnant and still in the early stages. For example, while 59% of respondents reported implementing AI-driven pricing tools as a top priority to streamline sales processes, quoting and order entry, just 22% reported using CPQ software and only 11% answered that they were taking steps to improve accuracy and efficiency by eliminating manual order entries.

The message is clear: manufacturers know they must change how they sell, but remain uncertain about how to modernize quoting and integrate technology to improve efficiency and eliminate manual workarounds.

Aleran's Connected Commerce platform directly addresses these needs - eliminating slow manual quoting (the #1 cause of lost deals). It does this by simplifying and automating complex approval processes and order entry so manufacturers can quote fast and close faster with speed, pricing accuracy, and the ease of ERP-connected and native CPQ, eliminating the need for manual quoting and selling workarounds.

What's in this report:

CHAPTER 1: THE STATE OF B2B MANUFACTURING SALES IN 2025

Market pressures, shifting buyer expectations, and supply chain volatility.

CHAPTER 2: KEY FINDINGS & INSIGHTS

Four research-backed findings and additional insights on revenue leakage, digital quoting, AI adoption, and the 2026 horizon.

CHAPTER 3: TURNING SURVEY FINDINGS INTO ACTION

How Aleran's Connected Commerce platform addresses the gaps surfaced by the survey.

CHAPTER 4: ACTION PLAN FOR MANUFACTURERS

A 5-step roadmap to reduce leakage, prioritize AI and integration, and scale with confidence.

CONCLUSION

Why the urgency is now, and how Aleran is uniquely positioned to help.

APPENDIX

The full list of survey questions used in the first annual Aleran Software Built to Sell Report.

2025 Built to Sell Report: Fast Facts

SURVEY AUDIENCE

200 mid to large U.S. manufacturers across hardware, robotics, HVAC, chemicals, med device & more.

TIMING

Survey conducted July 2025 by third-party firm, TrendCandy, specializing in B2B research and analysis.

GOAL

Uncover how manufacturers are modernizing quoting & sales to compete in an AI-driven market landscape.

HIGHLIGHTS

- **86% of manufacturers say manual quoting has "definitely" or "probably" cost them deals.**

- **5% average annual revenue leakage is directly tied to quoting inefficiencies** and inaccuracies (~$2.5M on average for a $50M annual revenue manufacturer).

- The leading causes of **lost deals from manual quoting are complex approval processes** (53%), insufficient pricing flexibility (47%), and misaligned customer requirements (45%).

- **70% of respondents said quotes still take more than a day to deliver**, and 63% noted their quoting is not yet fully automated.

- 90% believe digital quoting will lift sales; **but only 22% report plans to invest in CPQ.**

Source: TrendCandy 2025 Built to Sell Study; Margin of error: ±4.6% at the 95% confidence level

The State of B2B Manufacturing Sales in 2025

Manufacturing sales are being reshaped by forces far bigger than any one company: rapidly advancing technologies, geopolitical and supply chain volatility, and shifting buyer behavior. To understand what's truly driving change in 2025, it's helpful to break the pressure points into three key dynamics:

1. RAPIDLY ADVANCING TECHNOLOGY & INCREASINGLY OUTDATED LEGACY PLATFORMS AND PROCESSES

Our survey highlights a widening gap: buyers expect a more streamlined and automated path to quoting – and internal Sales and Operations teams need it too, for greater accuracy and efficiency. Both customers and internal teams need real-time pricing, faster quote to cash, and self-serve experiences. Yet, many manufacturers still depend on aging ERPs, custom spreadsheets, and tribal knowledge and workflows.

The result is rising opportunity costs tied to integration debt, data silos, and resource-constrained IT teams. Add in complex quoting and approval processes involving engineering, and quote-to-order cycles get stretched, re-keying is forced, and pricing/BOM errors creep in. Security and governance requirements further stall quotes, while skills gaps limit adoption of sales order management and CPQ automation.

The manufacturers that are breaking this cycle are standardizing data models, modernizing integration layers (APIs, iPaaS, event-driven), and deploying modular CPQ and commerce that extend – rather than replace – the ERP. The payoff: faster cycle times, fewer reworks, and stronger aftermarket capture.

Bottom line: while technology is sprinting, manufacturers are lagging behind - slowed by legacy systems and processes that can't keep up. Wins will come from governed, incremental, affordable and fast modernization.

The Three Forces Reshaping Manufacturing Sales Today:

- Rapidly advancing tech & increasingly outdated legacy platforms & processes

- Supply Chain Volatility & Policy Incentives

- Demand for Speed, Accuracy & Self-Service

2. SUPPLY CHAIN VOLATILITY & POLICY INCENTIVES

Industrial policy shifts, ongoing tariff uncertainty, and geopolitical shocks have made resilience a C-suite priority. Procurement teams are diversifying their supplier bases and seeking out partners who are agile, digitally discoverable, and easy to transact with. "Sole-source" is out; flexibility is in. This new reality is reshaping go-to-market strategies for manufacturers – favoring those that can surface inventory in real time, respond quickly to changing demand, and support new compliance requirements. Manufacturers operating with inflexible product catalogs, manual pricing checks, and opaque quoting processes are struggling to keep pace.

3. RISING DEMAND FOR SPEED, ACCURACY & SELF-SERVICE IN B2B

Manufacturers are experiencing 2025 as a market defined by rising expectations and shrinking patience. B2B buyers are no longer judging manufacturers solely on engineering excellence – they are comparing speed, transparency, and ease of experience and working together. Moreover, the bar is being set by digital-first suppliers who make it easy to find the needed products and parts, deliver instant configuration, and have seamless quoting experiences. Our survey confirms that manufacturers still relying on spreadsheets, disconnected systems, pricing variability and email-based quoting workflows are paying a price: stalled deal cycles, eroded margins, and lost opportunities to faster-moving competitors.

At the same time, today's buyers won't wait for a quote – and given the complexity of their needs, they expect more detailed information they can access on their own. They demand accurate pricing, fast turnaround, and self-service control, even when purchasing highly configured industrial products.

Yet, most manufacturers lack the digital infrastructure to support these expectations. Disconnected systems, aging or outdated product content, and quote approval bottlenecks are introducing friction at every stage of the buyer journey. According to our research, slow response times and manual pricing workflows are among the top reasons deals are delayed or lost outright. As AI and automation become mainstream, "digital-first" is now table stakes.

The pressures facing manufacturers in 2025 are clear: buyers expect speed and transparency, supply chains demand resilience, and digital-first competitors are raising the bar. The next section reveals what manufacturers report about these pressures and the key findings shaping their sales strategies.

Key Findings & Insights

To better understand how manufacturers are responding to these seismic shifts, Aleran partnered with independent research firm TrendCandy to survey 200 senior-level leaders across sales, finance, operations, marketing, and IT at mid- to large-scale U.S. manufacturing companies.

The results show that in 2025, AI, automation, and digital commerce are the defining levers of growth, resilience, and competitive advantage for manufacturers.

FINDING 1: REVENUE LOSSES ARE HAPPENING AT THE QUOTING STAGE

Manufacturers are bleeding revenue due to inefficiencies in quoting. Outdated, manual processes are slowing deals, frustrating buyers, and eroding trust.

Key Insight 1 – Manual quoting is a direct threat to customer retention and top-line growth.

86% of manufacturers report losing customers due to slow or manual quoting workflows. (Q9) Buyers won't wait weeks for a response when competitors can deliver quotes in hours. Every delay communicates a lack of agility and reliability – and pushes customers toward faster, digitally enabled alternatives.

Key Insight 2 – Inefficient quoting slows deals and silently drains margins across the business.

Even when deals do close, revenue is still leaking out of the process. Manufacturers estimate an average **5% of annual revenue is lost due to quoting inefficiencies such as mispriced quotes, inaccurate configurations, approval delays, and manual data-entry errors.** (Q18, Q19) These problems are systemic, rooted in disconnected systems and outdated tools that can't keep up with today's product complexity or buyer demands.

Key Insight 3 – The very products that differentiate manufacturers in the market are also the most vulnerable to quoting breakdowns without automation.

For Configure-to-Order (CTO) manufacturers, quoting challenges are even more severe. Lack of customization stretches sales cycles and increases error risks, especially when handled through manual workflows. Companies offering complex, multi-option products are disproportionately exposed to delays and revenue leakage. (Q10)

More manufacturers are adopting CPQ platforms to bring structure, speed, and accuracy to quoting operations. But CPQ alone isn't a cure-all. As buyers move fluidly across digital storefronts, inside sales, field reps, and partner portals, **quoting must be seamlessly integrated into a multi-channel commerce architecture.** (Q14) Only then can companies ensure consistent pricing, real-time configuration, and instant handoffs across touchpoints.
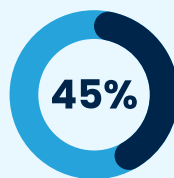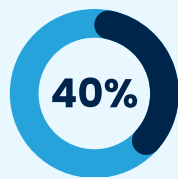
Top 10 Reasons Manual Quoting Kills Deals
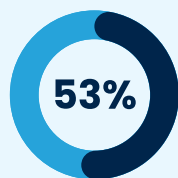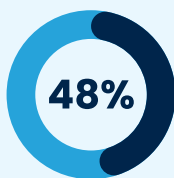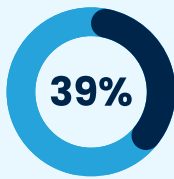
53% Complex approval processes
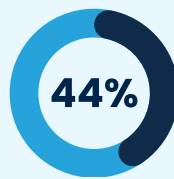
48% Insufficient pricing flexibility

45% Misaligned customer requirements

40% Lack of customization

39% Slow response times

44% Manual data entry errors
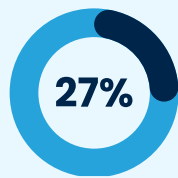
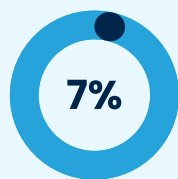**27%** Inaccurate quotes
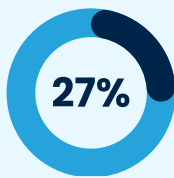
27% Poor communication
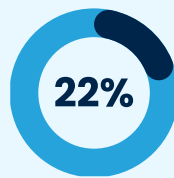
22% Limited visibility into costs

7% Outdated quoting tools

Survey Question: "What are the most common ways that manual quoting systems and processes lead to lost deals at your organization?" (Q10)

ALERAN
SOFTWARE

FINDING 2 – DIGITAL QUOTING DELIVERS SPEED FOR BUYERS, SCALE FOR SELLERS

Outdated quoting processes are costing manufacturers money, while digital-first approaches are delivering measurable growth. Survey data is clear: companies that digitize quoting win more deals, scale more efficiently, and cut operational drag.

Key Insight 5 – Revenue gains confirm that continued investment in digital capabilities is a growth multiplier.

90% of manufacturers report revenue gains from digital quoting and selling options. (Q28) For most, the shift away from manual workflows has translated into slightly or significantly higher annual revenue. This validates what forward-thinking leaders already know: digital tools remove friction and create competitive advantage.

Key Insight 6 – Manufacturers are betting on digital to drive scale, but systems must be built to handle speed, flexibility, and rising buyer expectations – not just "check the box" on digital access.

When it comes to growth, the old reflex was to hire more salespeople. But that playbook is fading fast. **70% of manufacturers say they would rather invest in digital sales and quoting solutions (or a blend of digital and selective hiring) than rely solely on headcount expansion.** (Q25) The reasoning is simple: technology scales more efficiently than people alone.

And the mindset isn't limited to tools. **91% of manufacturers say growing their online sales channel is "definitely" or "probably" a top priority.**

At the same time, of the strategies manufacturers report implementing to improve cooperation between sales and finance teams to prevent revenue leakage, the majority **(56%) have invested in automating invoicing and approvals followed by 54% reporting establishing clear pricing guidelines.**

Yet, just **48% reported integrating ERP and CRM systems** – which means despite investments they are still relying on workarounds that create errors and hidden bottlenecks for accuracy, approvals and response times.

Key Insight 7 – Integration with ERP and CRM prevents revenue losses, but gaps remain.

For manufacturers, quoting speed and accuracy depends on connected systems. **88% of leaders rate ERP and CRM integration as critical to reducing revenue leakage.** (Q18) Integration makes it possible to unify customer history, pricing, and inventory in real time – the building blocks of fast, accurate quoting.

Yet optimizing operations isn't done. Respondents estimate that **4.9% of revenue is still lost annually to unsold inventory** (Q13), underscoring the need for better forecasting and demand planning. Similarly, while more than half of companies are connecting CRM and ERP to reduce customer acquisition costs, **51% say personalization demands are driving costs up** (Q22), signaling that integration must be paired with smarter, AI-driven customer insights.

The Cost of Disconnection

Disconnected systems from lack of adequate integration costs manufacturers real revenue. The *Built to Sell Report* highlights the urgency of integrating ERP, CRM, and quoting tools into a seamless sales workflow:

88%

see ERP and CRM integration as critical for sales success, **yet 5% of revenue** is still lost to unsold inventory, indicating persistent integration gaps

86%

report losing customers due to manual quoting and other outdated sales processes

71%

report that preparing quotes still takes more than 24 hours

FINDING 3 – AI BECOMES THE GROWTH ENGINE

If digital quoting is the present, AI is the future – and it's arriving faster than many manufacturers expected. Once viewed as experimental, AI-powered tools are now being embedded directly into sales, quoting, and configuration workflows. The result is a shift from efficiency gains to true competitive advantage: faster pricing, smarter configuration, and personalized outreach that traditional systems can't match.

But adopting AI requires cultural change, new capabilities, and a willingness to rethink entrenched sales processes. Manufacturers that embrace AI today are already outpacing their peers – and those that hesitate are being left behind.

Key Insight 8 – AI is quickly becoming core to sales strategy.

When asked what actions would most streamline sales and quoting, **the top response (59%) was implementing AI-driven pricing tools.** (Q14) Pricing complexity is one of the biggest sources of friction and margin risk, and AI is emerging as the go-to solution for bringing speed, consistency, and intelligence to this critical function.

More broadly, **91% of manufacturers have already implemented or plan to implement AI-powered sales automation.** (Q33) This signals a decisive shift: AI is no longer a pilot project. It's becoming a core element of sales strategy.

Key Insight 9 – Early adopters are unlocking personalization and conversion.

AI is already reshaping how sales teams engage customers. **88% of manufacturers report their sales teams use AI-generated insights extensively or somewhat to personalize outreach and improve conversion rates.** (Q34)

Personalization at scale, once impossible with manual processes, is now a non-negotiable for competitive sales teams. The ability to tailor messaging, recommend the right configurations, and surface relevant offers directly enhances win rates and strengthens customer experience.

Key Insight 10 – To win with AI, manufacturers must pair adoption with cultural change and long-range planning or risk underplaying AI's role in shaping the future of sales.

While **91% of manufacturers are adopting AI-powered sales automation,** (Q33) **only 47% view AI-driven sales and marketing as a top trend.** (Q17) This signals a disconnect: companies are racing to implement AI in the short term, but may still be underestimating its long-term strategic impact.

This gap reflects both cultural and capability barriers. Sales teams may resist shifting decision-making to AI, and leadership may see AI as a tool rather than a transformation driver. Without a long-term vision, organizations risk treating AI as a short-term efficiency fix instead of a growth engine that can redefine sales.

3 Ways AI Speeds Sales

AI is shrinking sales cycles from weeks to hours.

Instant Pricing Confidence

59% say AI pricing tools are the #1 way to streamline quoting.

Personalized Outreach

88% use AI insights to tailor engagement & boost conversions.

Faster Automation

91% have adopted (or plan to adopt) AI-powered sales automation.

FINDING 4 – DIGITAL QUOTING BECOMES PRIMARY REVENUE STREAM BY 2027

By 2027, quoting and selling through digital channels will move from an efficiency play to a primary source of revenue. Success will hinge on connected systems, end-to-end automation, and AI-powered CPQ becoming the new standard. The survey results make it clear: the next horizon is about scaling digital tools to power growth.

Key Insight 11 – Buyers are shifting fast, and digital quoting is set to define the growth frontier for manufacturers.

By 2027, digital quoting will be a primary revenue driver. Over half of manufacturers **(54.5%) expect at least 25% of company revenue** to come from digital quoting and selling. Another 30% anticipate **50% of revenues** will flow through digital channels. (Q32)

Key Insight 12 – Systems integration is mission critical for driving sales.

For manufacturers, system integration is now the baseline for digital growth. In fact, **73% of respondents say that either the sales or IT team will lead the decision to select an ERP-integrated digital sales and quoting platform** (Q36), underscoring the need for tight alignment between commercial and technical leaders.

That alignment pays off: **88% agree that ERP and CRM integration is critical to faster deal flow** (Q18), making system connectivity one of the most powerful levers for accelerating sales velocity. But not all companies are there yet. Among those already expanding via digital commerce, only **93% report having full ERP and CRM integration** (Q29) – leaving a meaningful minority still exposed to gaps that undermine growth.

By 2026, manufacturers expect AI-driven CPQ to become standard practice. When asked about the top actions to streamline sales and quoting, **59% pointed to implementing AI-driven pricing tools**, followed closely by **56% prioritizing CRM and ERP integration and 48% investing in self-service customer portals.** (Q19) The message is clear: automation and integration are viewed as the most impactful levers to remove friction from the quoting process.

Yet despite these efforts, gaps remain. While more than half of respondents have already implemented AI-driven pricing tools, **86% still report losing customers due to manual quoting processes.** (Q9, Q31) This disconnect suggests that partial automation is falling short – without modernizing the entire end-to-end process, inefficiencies persist.

That's why CPQ and related digital investments are rising to the top of sales modernization priorities. When asked where they will focus to reduce costs and improve efficiency, **55% cited digital quoting/CPQ, alongside 54% for digital selling, inventory management, and sales order management.** (Q15)

Top Priorities to Modernize Sales in 2026

55% Digital quoting (CPQ)

54% Digital selling or digital commerce, including B2B eCommerce

54% Product inventory management

53% Sales order management

47% Digital product catalogs

43% Customer portals

39% AI sales agents

16% SEO and/or AI-optimized product listings

1% None of these

Survey Question: "Which are the most pressing priorities at your organization identified as opportunities to increase sales, improve quoting processes and accuracy, and reduce sales costs? Select all that apply." (Q15)

Aleran's Approach

UNIFYING QUOTES, CONTRACTS, AND ORDERS IN ONE CONNECTED COMMERCE FLOW

The survey findings clearly demonstrated that manufacturers struggle most when quoting, selling, and fulfillment are fragmented across disconnected systems, workflows and teams. **Aleran Connected Commerce makes complex sales simple with our powerful, easy-to-use and integration-ready platform that connects ERP, CRM, and your teams and channels** – online and offline – so manufacturers can quote and sell faster with less lift. It eliminates the silos between quoting, ordering, and fulfillment by seamlessly connecting ERP, CRM, WMS, and other business-critical systems with AI-powered CPQ, digital catalogs, and multi-storefront selling. Unlike point solutions or bolt-on tools, Connected Commerce creates a single flow of data and activity – from product discovery to quote, contract, and order execution – ensuring speed, accuracy, and scalability across every sales channel.

ERP + CRM INTEGRATION IS THE BASELINE FOR 2026

Research showed that **88% of respondents view ERP & CRM integration as critical to faster deal flow**, underscoring just how essential connected systems are for modern B2B sales. Aleran delivers this capability as a core feature, not an afterthought. With prebuilt connectors into leading ERP systems, manufacturers gain real-time visibility into pricing, inventory, and customer accounts – the essentials for generating accurate, timely quotes. By seamlessly integrating with core business technology including ERP, CRM, WMS and more while also streamlining and digitizing the complete sales process, Aleran keeps sales and IT aligned, reduces risk from manual processes, and accelerates deals from quote to close.

AI-DRIVEN CPQ & SELLING

While **59% of surveyed manufacturers are investing in AI pricing tools**, manual quoting still causes deal losses. Aleran eliminates that vulnerability with an AI-enhanced native CPQ engine, built within its commerce stack. Combined with dynamic, shoppable digital catalogs and guided selling tools, the platform transforms complex configurations into intuitive, self-service experiences that generate accurate quotes instantly.

- **AI-powered guiding selling** proactively leads buyers to the right products at the right time with conversational, step-by-step **recommendations engine** and that makes it easier to configure, compare, and select the right options.

- **AI-generated product content & descriptions** boost search visibility, Generative Engine Optimization (GEO) and Search Engine Optimization (SEO) – especially crucial as AI-driven search engines like ChatGPT and Gemini become the go-to source for discovering and comparing products and suppliers, ultimately driving decisions.

- **AI-driven CPQ** automates complex configurations and dynamic pricing, delivering fast, accurate quotes that scale with even the most configurable B2B products.

- **AI chat** feature provides conversational AI trained on manufacturing workflows and taxonomy to answer questions, resolve issues, and guide buyers through the sales funnel.

Proof in Performance

Most every B2B manufacturer is grappling with the same pressures: buyers demanding instant answers, sales teams bogged down by manual quoting, IT teams struggling with fragmented systems, and products so complex they're nearly impossible to sell at scale without errors. Aleran addresses these pain points head-on with a platform built for speed, accuracy, and growth.

What Sets Aleran Apart

Aleran is purpose-built to help manufacturers modernize without compromise. Whether you're navigating fluctuating costs, managing diverse product lines, or responding to increasingly digital buyer behavior, Aleran provides the unified, future-ready foundation you need to move faster, sell smarter, and deliver confidently.

Connected Commerce
One fully connected platform to unify discovery, quoting, selling, and fulfillment - from eCommerce to portals to shoppable catalogs and much more.

End-to-End Automation
Replace manual handoffs from quote-to-order with automated CPQ and streamlined order management.

Plug-and-Play Integrations
Integrate your business critical systems like ERP, CRM, WMS and more for fast, low-friction deployment.

Built-in AI Intelligence
Native, not bolted on – from AI-guided selling and pricing to optimized product content.

Support for Configure-to-Order (CTO) Complexity
Ensure even complex products can be quoted quickly and accurately with our built-in configuration tools and AI-enhanced CPQ.

Scalable, Composable Architecture
Built for complex manufacturers selling across multiple storefronts with vast product variations.

Precise Tech Manufacturing

The following is a composite case study based on real Aleran Connected Commerce customers, reflecting common pain points faced by B2B manufacturers. While PreciseTech is not a real company, its challenges and results illustrate the kinds of transformations Aleran customers achieve.

Before Aleran

Precise Tech Manufacturing, a mid-sized U.S.-based producer of industrial pumps and valves, was facing the same issues reported by the majority of manufacturers in the Built to Sell Report. Their sales process relied on spreadsheets, email chains, and disconnected ERP and CRM systems. Configuring complex, made-to-order products meant quoting cycles stretched from 3 –10 business days, often involving multiple rounds of manual reviews.

The impact was serious:

- **Lost revenue** when buyers chose faster competitors.
- **High error rates** in quotes due to disjointed pricing management and manual data entry.
- **Frustrated sales teams** spending more time chasing complex approvals and reconciling data than selling.
- **Buyers left waiting** for accurate pricing, creating a poor customer experience.

Despite early investments in modernizing systems, including implementing an ERP and a stand-alone CPQ, Precise Tech still found itself among the 86% of manufacturers who reported losing deals due to manual quoting processes.

After Aleran

By adopting Aleran Connected Commerce, PrecisionTech transformed its quoting and sales process end to end. The company deployed The company deployed Aleran's AI-powered and native CPQ directly embedded in the platform to layer on their existing CPQ, integrated Aleran directly with their ERP and CRM, and launched rep portals, and launched eCommerce, including digital, shoppable product content and catalogs to support both sales reps and self-service buyers.

The changes were immediate and measurable:

- **Quoting time reduced from 7 – 10 days to under 24 hours.**

- **Error rates dropped by 90%** thanks to ERP/CRM integration, Aleran pricing rule management, and AI-driven pricing validation.

- **Sales velocity increased by 35%**, as reps spent more time engaging customers and less time managing spreadsheets and gaining approvals.

- **Customer satisfaction scores improved** as buyers received faster, more accurate quotes aligned with real-time inventory data.

- **Revenue from digital channels grew 26% in the first year,** matching survey predictions that digital quoting would become a core revenue driver.
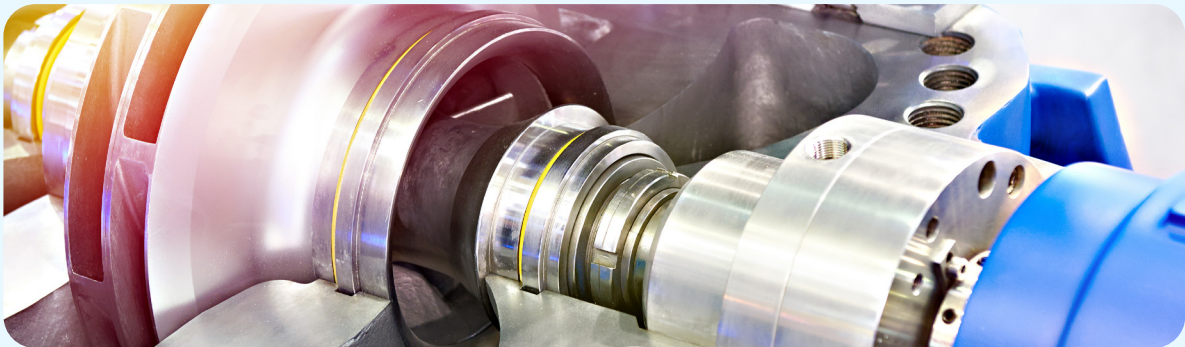
Results That Scale

Today, Precise Tech uses Aleran Connected Commerce not just to quote more efficiently, but to scale its business with confidence. AI-powered guided selling helps new reps ramp faster, AI-optimized product content improves discoverability in search, and support for complex CTO configurations has turned what was once a bottleneck into a competitive differentiator.

PrecisionTech's story illustrates what the survey revealed: manufacturers that move from fragmented, manual workflows to connected, AI-powered commerce close efficiency gaps and unlock new growth.

Your Action Plan To Unlock Sales Efficiency, Reduce Revenue Leakage and Accelerate Growth

The survey results confirm what manufacturers already feel every day: quoting delays, disconnected systems, and manual processes are eroding both revenue and customer trust. To move from leakage to growth, manufacturers need a clear plan of action.

That's why we've developed a new ROI Calculator – to help you identify and quantify the impact modernization can have on your organization, and to strengthen the case for prioritizing the right investments.

Through our ROI Calculator and 1:1 Readiness Assessments, we work with manufacturers to:

STEP 1. IDENTIFY AND QUANTIFY REVENUE LEAKAGE

Start by mapping your current quoting and order workflows. Where are deals getting stuck? How often are errors introduced by manual data entry? Quantify lost opportunities and delayed revenue to make the cost of inaction visible. This creates the urgency needed to drive change internally.

STEP 2. IDENTIFY THE GAPS IN SYSTEM INTEGRATION

The data shows that 59% of manufacturers are implementing AI-driven pricing tools and 88% see ERP-CRM integration as critical to speed. Together, these represent the most powerful levers to accelerate quoting and reduce risk. Aleran makes it fast and affordable to quantify and focus initial investments on AI-powered CPQ and system integration to deliver the biggest impact, quickly.

STEP 3. BUILD THE BUSINESS CASE INTERNALLY

Improving sales and quoting processes doesn't have to be a big "digital transformation" priority. The ROI Calculator will help you make the case for executive sponsorship and cross-functional buy-in. Equip sales, IT, and finance leaders with survey-backed evidence: faster quoting drives revenue, reduces errors, and improves customer satisfaction. Use these proof points to secure investment and frame the shift not as a cost, but as a growth engine.

STEP 4. START WITH QUICK WINS, THEN SCALE

With Aleran, you can implement digital quoting and integration, including portals, in one division or product line to demonstrate results quickly. Aleran's Readiness Assessments include an expert guide, walking you through how to identify and then use early wins – faster quote turnaround, higher win rates, reduced error rates – as proof to expand adoption across divisions, storefronts, and regions.

STEP 5. EVOLVE TOWARD END-TO-END CONNECTED COMMERCE

Partial automation isn't enough. Long-term success comes from connecting the entire sales process: discovery, configuration, quoting, contracting, and fulfillment along with connected technology and workflows. By moving toward a Connected Commerce model, manufacturers can eliminate silos, increase speed, and scale growth with confidence.

Conclusion: Built to Sell, Ready to Grow

The Built to Sell Report highlights what every B2B manufacturer knows but isn't fully ready to act: the old way of quoting and selling is no longer sustainable. Revenue is leaking out of manual processes, buyers are demanding speed and accuracy, and competitors are racing ahead with digital-first strategies. The urgency is real. So is the opportunity.

Manufacturers that act now can transform quoting from a bottleneck into a revenue-ready growth engine. With connected systems, AI-driven CPQ, and end-to-end automation, sales teams can win faster, sell smarter, and scale with confidence. By 2027, digital quoting will account for a quarter to half of revenues – and the leaders will be those who prepared today.

Aleran is uniquely positioned to help. Our Connected Commerce platform was designed specifically for the complexity of B2B manufacturing, combining ERP and CRM integration, AI-powered quoting, guided selling, and scalable architecture into one solution. Where others patch gaps with bolt-on tools, Aleran delivers a unified platform that eliminates silos and accelerates growth.

The time to digitally transform your B2B sales process is now. Don't let quoting delays and disconnected systems hold you back while competitors move forward.

Check out our on-demand CPQ webinar or contact us for the ROI Calculator or book time to connect live to see how Aleran can help you turn quoting into your next competitive advantage.

Appendix: Survey Questions

BACKGROUND LEARNING ABOUT YOU

1. Which of the following best describes your organization?

1. Business Services
2. B2B manufacturer
3. B2C marketing
4. B2B wholesaler
5. Transportation services
6. B2B Distributor
7. Legal services
8. None of these

2. What type of manufacturer is your organization? Select all that apply.

1. Made to order
2. Engineer to order
3. Made to stock
4. Other

3. Which best describes your role at work?

1. Supply Chain
2. Executive Leadership
3. Customer Support
4. Logistics
5. Sales
6. Operations
7. Engineering
8. Information technology
9. Finance
10. Marketing
11. Facilities
12. Other

APPENDIX: SURVEY QUESTIONS

4. Which best describes your seniority where you work?

1. Executive
2. VP
3. Director
4. Manager
5. Associate
6. Individual contributor

5. Approximately how many people does your company employ?

1. Fewer than 100
2. 100 to 1,000
3. 1,001 to 5,000
4. 5,001 to 10,000
5. More than 10,000

6. Which describes the industry of your company?

1. Computer hardware
2. Computer software
3. Robotics
4. Transportation`
5. Plastics and Chemicals
6. Business services
8. Aftermarket parts & OEM components
10. Financial services
11. Electrical components and equipment
12. Industrial Equipment & Machinery
13. Medical Device, Pharma
14. Energy
15. Healthcare
16. Life sciences /Pharmaceuticals
17. Industrial manufacturing & machinery
18. Packaging, labeling & industrial supply
19. Tech or integration consultation
20. Valves, pumps and fluid handling systems
21. HVAC and building systems

7. How would you rate your understanding of digital commerce aka digital selling and quoting?

High – I have a strong understanding
Moderate – I have a basic understanding
Low – I have limited understanding
Not applicable / Not a current priority

THE SURVEY

8. How do you usually get quotes to your customers?

1. Quotes are automated
2. Quotes are both automated and manual
3. Quotes are manual

9. Have you ever lost a customer because of manual quoting or sales process?

1. Yes, definitely
2. Probably yes
3. I don't know / NA
4. Probably not
5. Definitely not

10. What are the most common ways that manual quoting systems and processes lead to lost deals at your organization? Select all that apply

1. Slow response times
2. Inaccurate quotes
3. Complex approval processes
4. Lack of customization
5. Poor communication
6. Insufficient pricing flexibility
7. Misaligned customer requirements
8. Manual data entry errors
9. Limited visibility into costs
10. Outdated quoting tools
11. Other

11. Do you believe that manual and lengthy quoting and sales processes are the biggest contributors to costly quoting errors and lost deals?

1. Definitely
2. Probably
3. Not sure
4. Probably not
5. Definitely not

12. On average, how much time does it take to prepare quotes from start to finish when delivered to the customer or sales prospect?

1. Less than 24 hours
2. Between 24 to 48 hours
3. Between 49 hours and 1 week
4. More than 1 week

APPENDIX: SURVEY QUESTIONS

13. What percentage of your company's revenue is lost each year due to inefficiencies in sales and inaccurate quoting? Please estimate if you don't have direct knowledge.

1. More than 10%
2. 6-10%
3. 1-5%
4. Less than 1%
5. Not sure

14. Which steps has your company taken to streamline your sales processes, quoting and order entry? (Select all that apply)

1. Automating quoting systems
2. Using CPQ software
3. Integrating CRM and ERP systems for holistic data and better forecasting
4. Implementing AI-driven pricing tools
5. Implementing digital commerce or ecommerce
6. Implementing a Sales Order Management Platform
7. Offering self-service customer portals
8. Reducing manual data entry
9. Standardizing product configurations
10. Enhancing real-time inventory visibility
11. Improving communication between teams
12. Other
13. Improving accuracy efficiently by eliminating manual order entry

15. Which are the most pressing priorities at your organization identified as opportunities to increase sales, improve quoting processes and accuracy, and reduce sales costs? Select all that apply.

1. Digital selling or digital commerce, including B2B eCommerce
2. Digital quoting, including CPQ
3. Digital product catalogues
4. Customer portals
5. Product inventory management (PIM)
6. Sales order management
7. AI sales agents
8. SEO and/or AI-optimized product listings
8. None of these

16. If you were able to have a system to help digitize selling and automate quoting, what would you rate as the top indicators of success/impact? Select all that apply.

1. Faster quote delivery to the customer or prospect
2. Improved quote accuracy
2. Improved customer satisfaction
4. Improved margin
5. Shorter sales cycles

6. Faster time from quote to closed deal revenue
7. Improved alignment with production and supply chain
5. Reduced time to create quotes and manage sales orders
6. Increased efficiency
7. Standardized pricing
8. Better scalability
9. Enhanced professionalism
10. Lower costs
14. Improve Sales' ability to work more strategically and consultatively
15. Reduce time and workload impact on other teams, including customer service and engineering
16. Streamlined sales process
17. Better forecasting for demand planning
18. Better financial reporting and forecasting
19. Other

17. Which trends do you believe will have the biggest impact on how your company finds and sells to new customers by 2027? (Select all that apply)

1. AI-driven sales and marketing
2. Increased use of CPQ software
3. Expansion of e-commerce
4. Shoppable, digital catalogs
5. SEO and AI-search optimized product listings
4. Growth of B2B marketplaces
5. Personalization through data analytics
6. Greater reliance on automation
7. Virtual and augmented reality product experiences
8. Self-serve customer portals
9. Sustainability-focused purchasing decisions
10. Other

18. On a scale of 1 to 5, how important is having your core business systems, such as your ERP and CRM, be fully integrated into your sales workflow to find more customers, quickly close deals and deliver quotes?

1. 5 Very important
2. 4
3. 3
4. 2
5. 1 Not at all important

19. What percentage of your company's total revenue is your company losing annually due to unsold inventory?

Row 1   ☐

20. Which strategies has your company implemented to improve cooperation between sales and finance teams to prevent revenue leakage? (Select all that apply)

1. Aligning goals and KPIs
2. Integrating ERP and CRM systems
3. Automating invoicing and approvals
4. Establishing clear pricing guidelines
5. Conducting regular cross-team meetings
6. Improving contract management processes
7. Enhancing discount approval workflows
8. Monitoring financial data in real time
9. Streamlining payment collection processes
10. Other
11. Linking CPQ to ERP

21. By how much has your company's cost of acquiring a new customer increased over the last three years?

Row 1 ☐

22. Which factors have contributed to the rising cost of acquiring new customers for your company? (Select all that apply)

1. Rising marketing costs
2. Increased competition in markets
3. Longer sales cycles
4. Tariff implications
4. Higher customer expectations
5. More complex products requiring more complex buying processes
6. Greater need for personalization
7. Disconnected systems and tech
8. Supply chain disruptions
9. Inflation and cost increases
10. Stricter regulatory requirements
11. Other
12. Rising sales costs

23. What steps is your company taking to lower customer acquisition costs and increase upselling through technology? (Select all that apply)

1. Investing in customer retention
2. Leveraging automation
3. Integrating CRM and ERP systems for holistic data and better forecasting
4. Improving lead acquisition
5. Utilizing account-based marketing
6. Streamlining the sales and quoting process
7. Expanding self-service options
8. Optimizing product catalogs to align with SEO and digital strategies
9. Strengthening partnerships and alliances
10. Other

24. How confident are you in the accuracy of your sales and/or revenue forecasts?

1. Very confident
2. Somewhat confident
3. I don't know
4. Somewhat unconfident
5. Very unconfident

25. Would you rather invest in digital sales and quoting or growing your sales team headcount to scale your business?

1. Invest in or expand digital sales and quoting
2. Grow sales team headcount
3. Both

26. Is growing your online sales channel a top priority?

1. Definitely
2. Probably
3. Not sure
4. Probably not
5. Definitely not

27. Does your company offer digital quoting and buying options for your customers?

1. Yes
2. No

If yes on 27, then go to 28. If No, go to question 31

28. What effect has implementing digital quoting and selling options, including digital commerce, had on your annual revenue?

1. Significantly increased sales
2. Slightly increased sales
3. No change
4. Decreased sales
5. Not sure, N/A

29. Does your company's current digital selling and quoting (digital commerce) solution effectively integrate with ERP and CRM systems?

1. Yes, fully integrated
2. Partially integrated
3. No, not integrated
4. Not sure

30. Has launching digital commerce helped your company expand into new markets or customer segments?

1. Yes, significantly
2. Yes, slightly
3. No impact
4. Not sure

31. How much have your company's sales grown in the past 24 months?

1. Our company sales have experienced rapid growth
2. Our company sales have experienced moderate growth
3. Our company sales have stayed about the same
4. Our company sales have decreased

32. What percentage of your company's revenue do you expect could come from digital quoting and selling?

10% or less
Up to 25%
Up to 50%
Up to 75%
Other (please specify)

33. Has your company already implemented or does it plan to implement AI-powered sales automation?

1. Already implemented
2. Planning to implement
3. Considering but unsure
4. No plans to implement
5. Not sure

34. Does your sales team currently use AI-generated insights to personalize outreach and improve conversion rates?

1. Yes, extensively
2. Yes, somewhat
3. No, but planning to
4. No, and no plans to
5. Not sure

35. What percentage of routine sales tasks do you believe AI will soon handle in your company?

Row 1   ☐

36. Which team would be responsible for driving the selection of an ERP-integrated digital sales and quoting platform?

Sales
Finance team
IT team
Other please detail