



Configure One is the Right Vehicle for Lark United Manufacturing

By replacing paper-based systems and spreadsheets Configure One streamlines the CPQ process for trailer manufacturer

OAK BROOK, IL, USA, November 5, 2015 /EINPresswire.com/ -- Configure One™ (www.configureone.com), a leading provider of web-based product configurator and CPQ (configure, price, quote) software, today announced that Lark United Manufacturing—a leading enclosed trailer manufacturing company—selected Configure One's Concept Enterprise Product Configurator® after a comprehensive evaluation.

Lark United has grown to become one of the largest enclosed trailer manufacturers in the USA. Lark United offers a full line of cargo, concession, gooseneck, and custom trailers. Despite Lark United's growth, the company still relied on manual paper-based systems to support its CPQ process. "The configuration and quoting process revolves around a price book and spreadsheets," said Roger Sutton, General Manager. "There are plenty of opportunities for mistakes, and sometimes people forget to ask important questions. We spend a lot of time back and forth with the dealers and customers trying to capture and clarify information."

Sutton recognized that if the company was going to increase revenue it needed to empower its dealer network and gain their loyalty. "Our business is seasonal. During the peak season our sales people are very busy and it's difficult for a dealer to get ahold of someone in a timely manner. We want to empower our dealers with the tools to create their own quotes without having to involve our sales team."

Lark United selected Configure One's Concept Enterprise Product Configurator. "During the demonstration we could see the potential of how Concept could improve our business," said Sutton. "Concept is very flexible and customizable, and it will enable us to guide the customer through the buying cycle. A key point for us was that Concept will automatically generate documents for the customer, manufacturing, and accounting, all from a single point of order entry. This will save time and eliminate mistakes."

According to Sutton, Concept will dramatically improve Lark United's CPQ process and empower its dealers. "Concept will give us far more control over how our product is sold. Concept will speed up the sales process, eliminate mistakes, and ultimately increase revenue. It will enable dealers to create quotes without having to involve a sales person. But more than that, Concept will guide the dealer through the buying process, and provide upselling opportunities to increase profit. If we can make it easier for dealers to work with Lark United, then they are more likely to bring us more business."

"Companies that rely on a dealer network as an integral part of their sales force, recognize that making the CPQ process as easy as possible is a critical element of winning the business," said Chris DiEllo, Configure One's Director of Eastern Region. "Not only will Concept empower Lark United's dealer network to respond to customer requests faster, but also through guided selling maximize their sales potential."

About Configure One

Configure One is a leading provider of web-based product configurator and CPQ (configure price quote) software. Configure One's Concept Enterprise Product Configurator® is an enterprise CPQ application that enables companies to efficiently sell and process orders for configurable, multi-option, and customizable products and services. Configure One's customers are able to increase revenues while reducing costs by automating much of the sales, order entry, and engineering processes. Customers include industry leaders such as ABB, Alstom, Emerson Electric, Danaher, Dover Corporation, ITW (Illinois Tool Works), Leggett & Platt, Masonite Corporation, Mitsubishi, Otis Elevator, SPX Corporation, Stanley Black & Decker.

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