

Tailored CPQ



case study



Industry: Manufacturing

Products Used: Sales Cloud, Field Service, Experience Cloud

Company Overview

Bender Inc. is a leader in electrical safety, specialising in solutions for power quality, monitoring and fault detection across healthcare, industrial and transportation sectors. With a global presence and an engineering-driven culture, Bender prioritises safety, innovation and seamless integration to protect people and equipment worldwide.

Challenges

The company explored ways to improve sales velocity and consistency:

- **Manual Quoting:** Quoting workflows were fragmented and inconsistent.
- **Document Complexity:** Generating standardised quotes required manual formatting.
- **Lack of Visibility:** Sales data wasn't always accessible in real-time.

Solution

Mint® worked closely with Bender Inc. to deliver a custom CPQ solution tailored to their sales needs:

- **Custom CPQ Tool:** Built from the ground up to match Bender's product and pricing models.
- **UI Enhancements:** A user-friendly interface guided reps through the quoting journey.
- **Automated Quote Generation:** Branded, compliant quote documents generated instantly.

Results

- **Faster Quoting:** Sales cycles shortened thanks to streamlined tools.
- **Professional Output:** Quote documents are accurate, timely, and on-brand.
- **Better Oversight:** Real-time access to quoting data supports leadership insight.



"This CPQ solution has transformed our quoting. It's quicker, more consistent and reflects exactly how we work. Mint® nailed it."
Dan Saenz, Customer Experience Director

Conclusion

With Mint®'s support, Bender Inc. built a quoting process that scales with the business. The new CPQ solution boosts productivity and professionalism while freeing up sales teams to focus on winning more deals. It also lays the groundwork for future enhancements, ensuring the quoting engine can evolve with business needs.

Need a quoting process that actually works for you?

Contact Mint® today:

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