



# HIGH-VOLTAGE DIGITAL SALES

## VIDEO TRANSCRIPT

Many industrial companies aim to provide an Amazon-like sales and purchasing experience. This means adopting new digital tools and coordinating activities across marketing, sales and aftersales.

Here's what mature digital sales looks like. Lydia, a salesperson for a robotics company, learns that a key client is planning a new electric vehicle production site in China. To kick off a marketing campaign, she requests a 360-degree update on client and competitor activities.

She meets with marketing and aftersales colleagues, Paul and Emma, to discuss potential products and services to sell based on automated customer and market analytics. Together they plan to send targeted emails with relevant products and services.

The emails will include a link to a customer-tailored web shop.

Lydia and Emma develop the customer-tailored online shop with a virtual 3D configurator. Emma's aftersales offering includes the latest data-driven services.

And Paul prepares the marketing materials with web shop link.

Lydia uses her digital customer lifecycle management tool to create a list of potential addressees to send the emails.

Lydia receives an automated notification from the mailing campaign analytics tool. Henry, her client's lead purchaser, is currently visiting the page.

On her screen, Lydia can see how Henry is configuring robotics solutions and interacting with the chatbot.

When the chatbot is no longer able to handle Henry's questions, Lydia receives a notification. She then starts a video call with Henry and pulls Emma in to discuss the service offerings.

Lydia receives approval for the product and service bundle she offers Henry.

Henry accepts the offer and they close the deal. Industrial customers are redefining what they want from sales.

Don't wait—ignite high-voltage digital sales at your company, now.

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