

## Digitalizing the Equipment Industry to Boost Customer Engagement

The increasingly competitive nature in the equipment industry today propels businesses of light and heavy equipment to take advantage of data-driven, integrated sales platforms. **Annata 365 Sales** supports multiple brands and locations with capabilities tailored to industry-specific business processes, data models, and functionalities for sales and marketing teams working in the equipment industry.

## Seamless Sales Operations From Start To End

### Lead management

- The process of following up with new prospects can be efficiently monitored and managed from multiple digital and physical channels via a single solution.
- Assign leads to proper teams or salespeople and link them to marketing automation for professional, timely communications.
- Once a lead is qualified as an opportunity, the potential sale can be tracked through a sales process to completion.

### Demo days

- The solution has powerful demo capabilities that empower salespeople to deliver consistent and coordinated demo experiences to their current and potential buyers.
- Easily organize demo days as both management of leads and opportunities are connected to the demo process to maximize the productivity of the sales team.
- Minimize customer cancellations with the solution's capability to trigger automatic workflows including assignment of demo days, reminders to customers and customer satisfaction surveys.

### Deal management

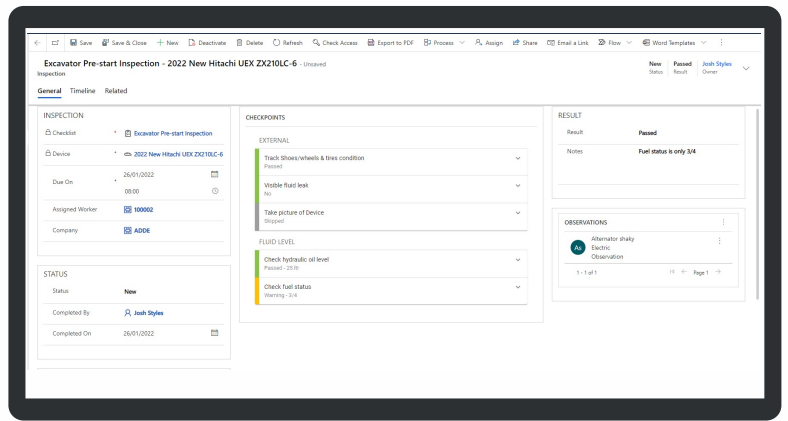
- Maximize sales effectiveness by selling equipment and add-ons and managing trade-ins and financing contracts between the dealership and customers with the solution's deal management capabilities.
- The solution conveniently provides an overview of all cost and revenue information including total margins.
- Save time by sending deals as quotes to your customers for negotiations, revisions and approvals.

### Sales closing

- Estimate the value and closing dates of opportunities to provide a sales pipeline forecast and increase the likelihood of reaching your revenue goals.
- Enable your sales team to work on sales pipeline and follow-up on buyers anytime, anywhere using a web client or mobile app.
- Continuously monitor sales pipeline KPIs and reduce risk of opportunities left behind.

## Pre-delivery and trade-in inspections

- The Annata 365 Sales has built-in support for inspections and reviews required throughout the sales process.
- Smoothly integrated into the Annata 365 Sales app, Annata's simple inspections app drives digital transformation of inspections processes in the equipment industry, thereby improving productivity and reducing cost.



## Tablet and mobile app

Conveniently carry out different tasks on-the-go such as add new customer information, customer search, handle pick-up and return of demo days, and many more.

## Business insights and analytics through interactive dashboards

Dashboards provide an overview and tracking of processes at different levels in the organization. Rich filtering options and drill-down capabilities provide business users with a level of self-service business intelligence they can harness in their day-to-day use of the system. This empowers employees to take advantage of data for decision making and reduces the need for requests to IT for creation of reports.

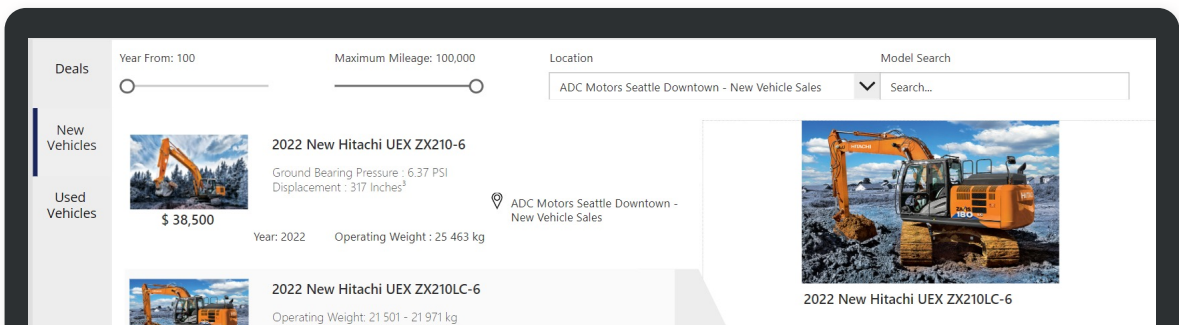
## Easy Management Of Inventory

### Price and product management

- Manage prices for equipment and add-ons such as accessories, services, warranties or insurance.
- Prices can be set directly for individual equipment, which helps in situations such as used equipment sales or trade-in processes.

### Sales assistant

- The sales assistant functionality enables the sales team to conveniently browse through your inventory of equipment.
- A branding hierarchy based on the opportunities you have is used as a predefined filter.
- Filters can also be easily and quickly modified through the filtering icon.



Annata consists of highly motivated professionals, who through creativity, collaboration and commitment, assists customers excel in their business. With partners in over 50 countries in all continents, Annata 365 is professionally delivered by hundreds of consultants to international and local customers.

For more information, visit : <http://www.annata.net/solutions/sales-crm/>

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