

Exploit your competitive edge

A big product range can give your sales people a significant competitive advantage. But it can also make the sales process more complicated – especially for your less experienced employees.

One of our clients, a global manufacturer with a range of products that can be configured in literally thousands of ways, tasked Signals with giving its direct and indirect sales teams the ability to rapidly identify the products that best meet the customer's needs, with appropriate options, in orderable configurations.

Signals designed and built a bespoke web-based solution which guides the sales person through a series of simple questions. As the questions are answered (by ticking boxes on-screen) the choices are quickly reduced until a product which is configured to meet the customer's exact requirements is reached.

Because the solution makes it impossible to create an unworkable configuration, all the sales person has to do is ask the right questions to identify the needs of the customer.

These days, even a newly recruited sales person can sell the manufacturer's latest products quickly, without error and with maximum confidence.



Benefits at a glance

- Make the sales process faster, easier and more accurate
- Reduce the time spent on office-based research
- Introduce new products more easily
- Eliminate attempts to order unworkable configurations
- Empower new and experienced sales people alike

Interested?

If you think that a similar solution could make it easier for your customers to do business with you, call us now on

01491 571 812 or click [here](#) to send an email to our Client Services Director, **Alastair Paines**.