FACE

FORWARD-LOOKING, ACTIONABLE, CUSTOMER EVENTS

Industry 4.0 by leveraging Big Data

to generate profitable Parts Growth



- Perform data mining with enhanced systems and tools
- Deploy and embed state-of-the-art sales funnel management processes
- Introduce clearly defined and measurable sales KPIs as a foundation for profit enhancing sales commission and bonus processes

- Increased company value through a Profitable Industry 4.0 deployment with measurable, sustainable and profitable parts sales growth
- Benefit from a proven methodology used by industry leaders in machinery and construction equipment

What are Forward-looking, Actionable, Customer Events (FACE)?

Lead Creation

Sales Funnel Management

Typical Data Sources "Use what you have ...and expand!"

Population of machines or implements

Connected or known through customer database/CRM/invoices/workorders/etc

Estimated or real utilization

Assessed or measured operating conditions

Component Life Expectancy

Service manual/service experience/customer feedback/invoices/workorders, etc

Business Knowledge Input



Data Mining Algorithms



Distributor and Customer Feedback/Input

Forward-looking, Actionable Customer Events (FACE)

CRM

Created Opportunity units/\$

- Accepted/Rejected
- Lead development
- Ouote issued
- Negotiatior
- Closed (Won/Lost/No Deal)

Preferable in combination with some level of sales campaigns, incentives and sales targets to measure and drive Aftermarket sales KPIs Parts Sales
Revenue Growth

- Ongoing business
- Incremental sales

As much as 40-60% incremental business!

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Five Level Deployment and Maturity Phases











- Monthly Sales leads creation for high value products
- 2. Manual CRM process
- 3. Initiate Sales Funnel Management reviews

- Basic Algorithms for a few high value product(s) for which basic data is available
- Initiate Business transformation and Sales Funnel Management processes
- Measure initial results Communicate early Successes

- 1. Monthly Sales leads
- 2. Quarterly Marketing lead creation
- 3. Develop CRM loading capabilities to distributors/sales rep
- Process KPIs for Sales Funnel Management reviews
- Expand product and customer knowledge databases
- Move from piloting to production
- Strengthen CRM deployment and usage
- Communicate Successes
- Set sales targets

- 1. Monthly Sales leads
- 2. Quarterly Marketing lead creation
- 3. Automated CRM loading to distributors/sales reps
- 4. Process and Sales KPIs for Sales Funnel Management reviews
- Expand the product range covered
- Initiate development of complex algorithms
- Solid Sales Funnel
 Management processes
- Implement aggressive sales growth targets based on early successes

- 1. Monthly Sales leads
- 2. Quarterly campaign based Marketing leads
- 3. Automatic CRM loading to distributors/sales reps/OEM
- 4. Process and Sales KPIs for Sales Funnel

 Management reviews
- 5. Commission/Bonus
- Initiate larger scale usage of data from connected Assets
- Expand the productscustomer-channels covered
- Initiate development of complex algorithms
- Exponential target setting_

- 1. Daily Sales Leads with integration to e-business
- 2. On-demand Campaign based Marketing leads
- 3. Automatic CRM loading to distributors/sales reps/OEM
- 4. Process and Sales KPIs for Sales Funnel Management reviews
- 5. Commission/Bonus
- Leads created from service intervals, wear info, fault codes, abandon shopping carts (e-Commerce), parts counter quote requests, etc
- Fully automated channel lead distribution
- Sales Performance review integration

Year 2 - 3

Year 2 - 4

Manual processes/basic tool

Year 1

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Year 1 -

Highly automatic processes with advanced Sales Funnel Management

Year > 5

FACE – High-Level Deployment Steps

- 1. Assess "As is" and set the "Blue Ocean" objective (Blue Dot)
- 2. Define Scope
 - Define Pilot product/segment/OEM with available opportunity
 - Assess current knowledge/available data
 - Set measurable and challenging sales targets
- 3. Identify gap knowledge/needed data vs. acquire/obtain missing data
- 4. Develop algorithm(s)
- 5. Revisit / Verify Scope
- 6. Deploy with the sales team (and distributors / OEMs)
- 7. Plan, Do, Check and Act
- 8. ...Expand to the next FACE stage!



FACE - Risks and Needed Investments



Risk with leads at the "wrong" timing, resulting in low trust from the sales/OEM team. Most often derived from:

...inaccurate machine population, or customer data – less valuable leads!

Limited utilization data - Connected machines good, but educated assessments or invoice data can effectively be leveraged!

Impact of machine work environment – large variation in wear, then critical with adopted algoritm! ...and to identify (wear) critical environmental conditions



Needed to invest in a knowledge base not only based on theoretical values, but also critical with good business input from Customer, Distributors and OEMs



CRM tool and Sales Funnel Management capabilities

Start simple, but for a sustainable growth, CRM system and embedded Sales Funnel Management processes are critical!

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