



WHITEPAPER

# Successfully sell customised B2B products tomorrow

## Do B2B customers buy complex industrial products differently than a car?

No! According to a study by Forrester, 6 out of 10 B2B buyers make their investment decisions based on information they obtain themselves online. Why? For one, half of B2B researchers are younger than 35 years - in other words, Digital Natives. The other reason is that behaviour, expectations and requirements from the B2C sector are transferred to B2B.

This has far-reaching consequences for B2B sales:

- Buyers make investment decisions using information from the Internet
- Information on delivery times and prices is expected ad hoc
- The focus is on the customer and his requirements and not the product

This also makes it clear: Only companies that adapt their sales strategy to the future behaviour of B2B customers will be able to compete successfully in the future.

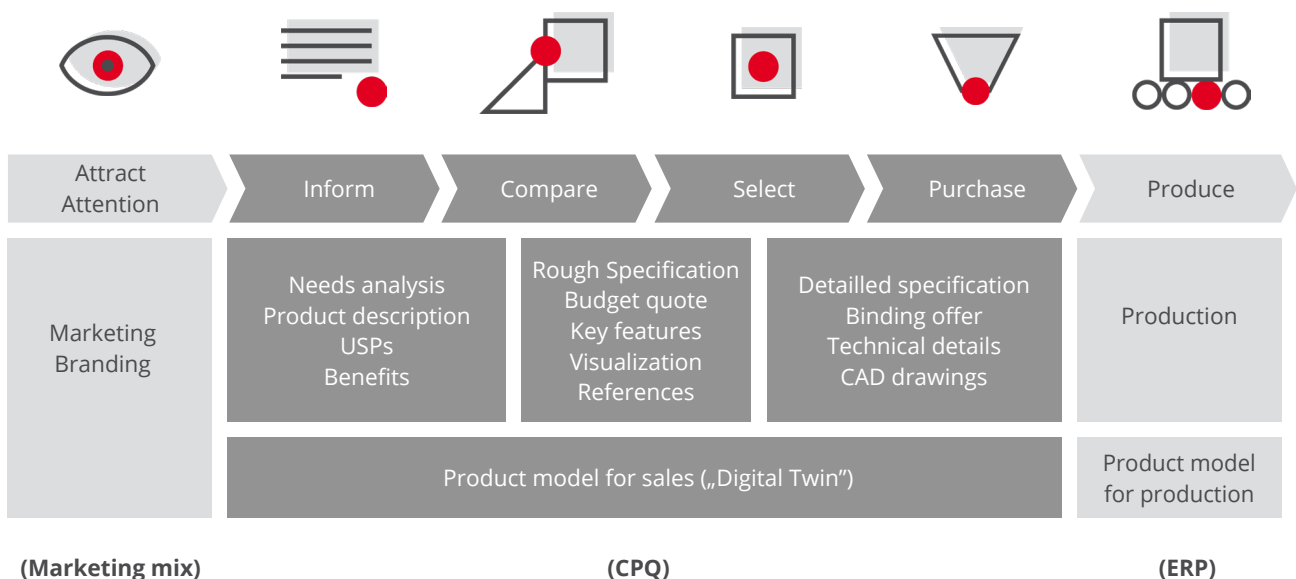
# CPQ offers solutions for the 4 key challenges that sustainable B2B sales face

## 1. Relevant information at the right time: CPQ takes the Customer Journey into account

In the past, sales employees determined the flow of purchase-relevant information and ensured its availability in a suitable context. In modern, digital distribution, the prospective customer decides independently when he wants to have which information. With the right preparation, right timing and an agile provision of offer information, companies can distinguish themselves from the competition - especially because the products themselves are becoming increasingly comparable. For that reason, the focus is increasingly on the Customer Journey as a model for the continuous control of the offered information.

In this model, modern CPQ systems handle the entire digital sales process. The CPQ software suggests suitable product variants to the prospective customer using a guided needs analysis ('guided selling'). This way, the customer is already included in the digital sales process at a time when his needs and initial solution ideas are already formed, but no preliminary decisions have been made yet. As the Customer Journey proceeds, the software successively offers more detailed product and offer information: starting with the initial information provided ad hoc and the price indication, it unerringly leads to the binding offer.

## The digital sales process within the customer journey



## 2. Convince emotionally - even digitally: CPQ enables visual configurations

Personal consulting sessions with sales staff are moving increasingly further back in the Customer Journey - in many cases they are even replaced entirely. Even without personal contact, B2B companies must ensure that they emotionally

inspire potential customers in the digital environment. CPQ visualises every adjustment or change to the product configuration in a 3D model. This way, the 'own product' gradually takes shape - a highly emotional and involving process.

### 3. Design a consistent user experience:

#### CPQ as a holistic information base

The user experience strengthens brand differentiation in an environment with increasingly comparable products and has a positive effect on the purchase decision. For the customer, a consistent experience must also be ensured across all channels: For example, customer conversations must always be based on the information previously acquired digitally and must not be queried more than once. CPQ is the basis for an optimal and consistent user experience throughout the entire Customer Journey. The software ensures

uniform product models, saves all sales-relevant information centrally and thus provides a uniform information basis in all sales channels: Direct sales have the same information as a dealer or a web shop. In addition, the customer's experience is improved because CPQ allows the customer's central touch points, such as user interfaces or offer templates, to be adapted to their expectations - intuitively and entirely without any programming knowledge.

### 4. Ensure short reaction times:

#### CPQ gives you a time advantage

With a CPQ system, offers are prepared largely automatically. Using integrated checks for plausibility and completeness, the software ensures that only technically feasible product variants can be configured. Products that cannot be built

are precluded and time-consuming coordination processes between the sales, design, product management and production departments are dispensed with. With a CPQ solution, sales can promptly react to customer requirements independently and thus create complete and technically accurate offers.

## camos CPQ – because everyone involved benefits

- Customer:**
- Orientation on their individual requirements
  - Clear idea of their product's properties
  - Information available ad hoc - offers virtually in real time

- Sales:**
- Faster offer process - higher success rate
  - Cross- and up-selling options for the system
  - Profit increase - rules for complying with discount limits
  - Centrally managed knowledge - sales without technical know-how



**18 %** less coordination with other departments



**33 %** shorter processing times for creating offers



**65 %** increase in sales figures

- Marketing:**
- Intelligent evaluation of sales data
  - Data on market and product trends
  - User interfaces and offer templates in the corporate design

- Production:**
- Only technically correct and complete specifications
  - Scale effects through product modularisation reduce costs

- IT:**
- Fewer system disruptions - comprehensive configuration, calculation and sales tool

## In support of camos

- 200 successful CPQ projects: leading provider in Europe
- One of the leading CPQ solutions for the B2B market since 15 years
- Notable customers with technically complex products such as Siemens, KONE, KSB or MAN use the software worldwide
- camos takes its customers by the hand' and supports them from the consultation phase during implementation to the personal support and execution of updates.



## Customers who place their trust in us

**ABB**

**ARBURG**

**BERG**

**DEMAG**  
A TEREX BRAND

**DMG MORI**

**EIRICH**

**FAUN**  
KIRCHHOFF GRUPPE

**HAYER & BOECKER**

**HÖRMANN**  
Tore • Türen • Zargen • Antriebe

**HOMAG**

**KONE**

**KSB**

**LIEBHERR**

**MAN**

**maxon motor**

**MULTIVAC**  
BETTER PACKAGING

**Reifenhäuser**

**ROHDE & SCHWARZ**

**SCHAEFFLER**  
**LUK INA FAG**

**SIEMENS**

**TROX® TECHNIK**  
The art of handling air

**VOITH**

**WITZENMANN**  
managing flexibility

**HAUNI**  
KÖRBER SOLUTIONS

For further information visit our Website  
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