

# Technology in Sales Process

## QUOTATION & SALES



Online-Shop  
E-Commerce | Marketplaces  
Affiliate Mkt | White Label Shops  
Product Configuration | VR  
Digital Sales Media | Chatbots  
Up- & Cross-Selling | Opp Support  
Price Modelling | Dynamic Pricing  
CPQ | Buying Probability  
Demo Tools | Customer Portals  
Digital Signage  
Competition Pricing  
SEO & SEA  
Content Marketing  
Search Bots | Sales Intelligence  
Social Media Bots  
Chatbots and virtual assistants  
Web Analytics | Retargeting  
Lead Analytics & Qualification  
Social Selling | Customer Journey  
Multi-Channel & Omni-Channel  
AI & Dynamic Buyer Personas  
Meeting schedule | Contact finder  
Lead Mgmt | Email Automation

## LEAD



Big Data  
Business Intelligence  
Artificial Intelligence  
Analytics Tools  
Customer Needs Evaluation  
Analyses of customer potential  
Demand & Forecast Planning  
Sales Steering & Controlling Tools  
Sales Team Analytics  
Coaching Tools

## PERFORMANCE MANAGEMENT



## IMPLEMENTATION



Auto-ID Solution  
AR | VR | 3-D Visualization  
IoT | M2M Communication  
Cloud Solutions | Collaboration  
Shy-Tech  
Rapid Prototyping | 3D-Print

EDI-Connection  
E-Commerce | Customer Portals  
Forwarder-Interfaces  
Mobile Order-Apps  
Chatbots & VA | Payment  
Return Mgmt | CLS  
E-Signature | Doc Mgmt

## CUSTOMER DEVELOPMENT



Subscription Tech  
Collaborative Platforms  
Survey Tools  
Online-Trainings  
Customer Churn Prediction  
Reviews & Testimonials  
Portals & After-Sales-Tools  
Re-Ordering  
Design Thinking | ABM  
Up & Cross-Selling

## CUSTOMER COMMUNICATION



SMS-Tools  
Social Networks  
Videotelephony  
Webinars  
Online Meetings  
Messenger, KI Chatbots  
Collaboration Platforms  
Voice Assistants  
VoIP | Newsletter  
Sales Enablement  
Feedback-Tools

## POSITIONING



Website | Mobile Website  
Search Engines  
Maps | Platforms  
Online-Events | Trade Shows  
Social Media  
Video-Platforms  
Marketplaces  
Visual-Search | Voice Search  
Customer review portals  
Review Platforms  
Shopping-Search

## SALES EFFICIENCY



CRM  
E-Mail-Management Systems  
E-Mail Automation  
Mobile Data Capture  
Sales force automation  
Mobile Working Systems  
SharePoint, Intranet  
Cloud Platforms  
Collaboration  
E-Mail & Telephone-Integration