Heavy Machinery 2020
20% YoY Growth Strategy
Embracing Online Orders Using Visual Commerce

Today's Agenda

- Current State of Heavy Machinery CX
- Cost of Status Quo
- Learnings from Market Movers
- Go Visual
- Next Steps for Success

Today's Host:

Zac Cooper

Director of Sales
ATLATL Software

HEAVY MACHINERY 2020
Factors Driving 20% Growth

GROWTH

Technology and automation fueling better processes and increased demand

TRANSFORMATION

Digital transformation on shop floor must migrate to bidding & sales processes
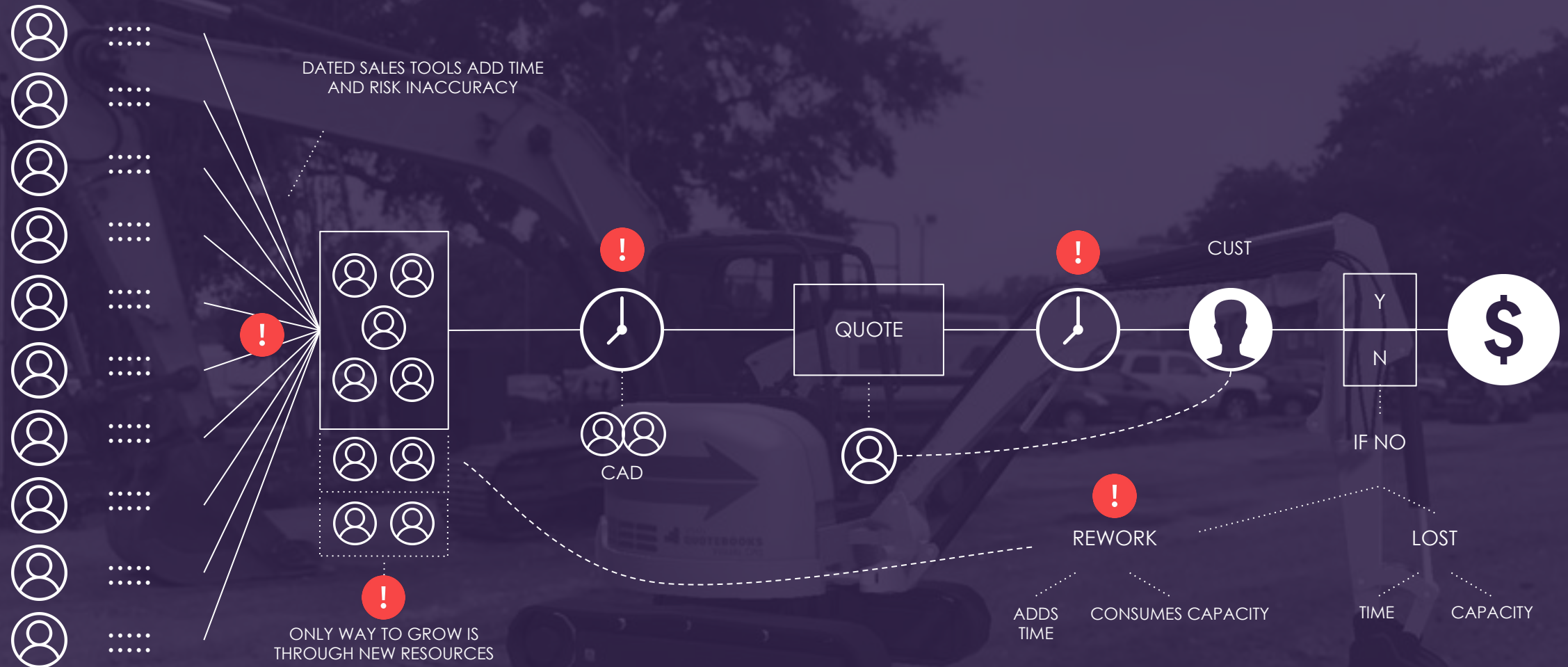
EXPERIENCE

Faulty buying process: manual & labor-intensive. Companies failing to embrace dealer enablement

RESULTS

Outpaced by competitors and losing market share vs. those that embrace transformation

HEAVY MACHINERY CURRENT STATE: TOO MUCH TIME, COST, AND INEFFICIENCY

DATED SALES TOOLS ADD TIME AND RISK INACCURACY

CAD

QUOTE

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IF NO

REWORK

ADDS TIME

CONSUMES CAPACITY

LOST

TIME

CAPACITY

ONLY WAY TO GROW IS THROUGH NEW RESOURCES

Current sales cycles are bogged down in poor experiences, complicated by the need for outside support, and made inefficient by costly bottle necks and continuous back and forths. This burns valuable time, consumes expensive resources, and limits capacity

HEAVY MACHINERY MARKET LEADER BEHAVIORS

WINNING MARKET SHARE

Winning market share by providing superior experiences for buyers, growing sales & gaining new customers
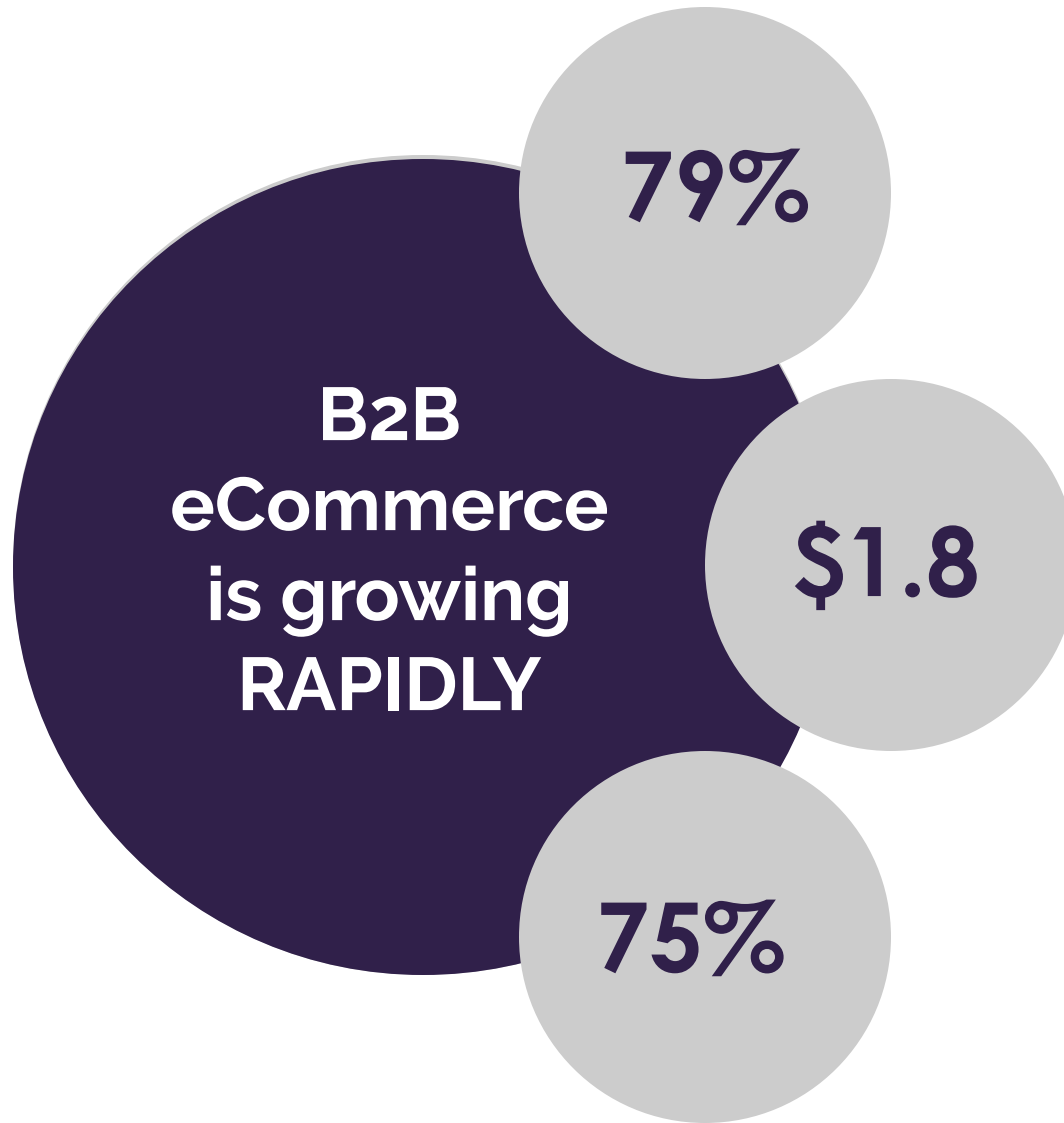
INVESTING IN IMPROVEMENTS

Technology investments impact and improve interactions with customers

LIKE VISUAL COMMERCE

Creating a great buying experience must include online, visual commerce capabilities

79%

$1.8

B2B eCommerce is growing RAPIDLY

75%

A Top Priority: 20% by 2020 Must Include eCommerce

Over 7l of manufacturers will spend more on eCommerce in 2019 than in previous years

$1.8 Trillion in Spending in B2B eCommerce

Forrester projects B2B eCommerce spending to hit $1.8 Trillion by 2023

Digital Solutions Spending Critical for Rapid 2020 Growth

3 out of 4 companies will spend over 10% more on new digital solutions than they have in previous years
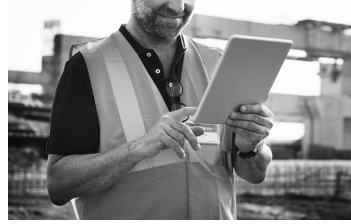
Close more deals in 2020!

Source of 20% Growth

Method to gain sales velocity

ONLY ONE ANSWER:

Go Visual

GOING VISUAL in 2019 = 20% YoY Revenue Growth in 2020

1

IMPACTFUL CUSTOMER EXPERIENCE
Customers are demanding superior experiences from those they work with

2

FAST & EFFICIENT SALES PROCESS
Visual feedback + Rules Engine support speeds configuration process dramatically

3

ACCURATE & CONFIDENT BUYING
Visual confirmation ensures order accuracy, reducing impact from errors downstream

4

COLLABORATIVE ENGAGEMENTS
Leveraging AR, teams can share and view configurations in real space, to scale
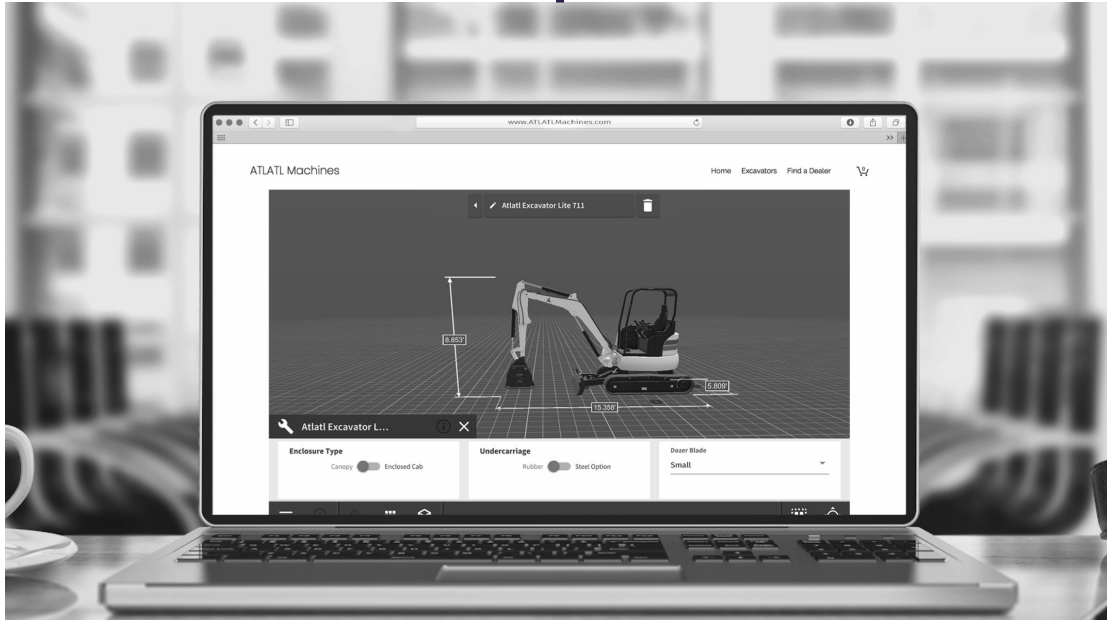
5

FASTEST WAY TO ROI
Front end impacts on experience coupled with backend efficiencies for a winning combination
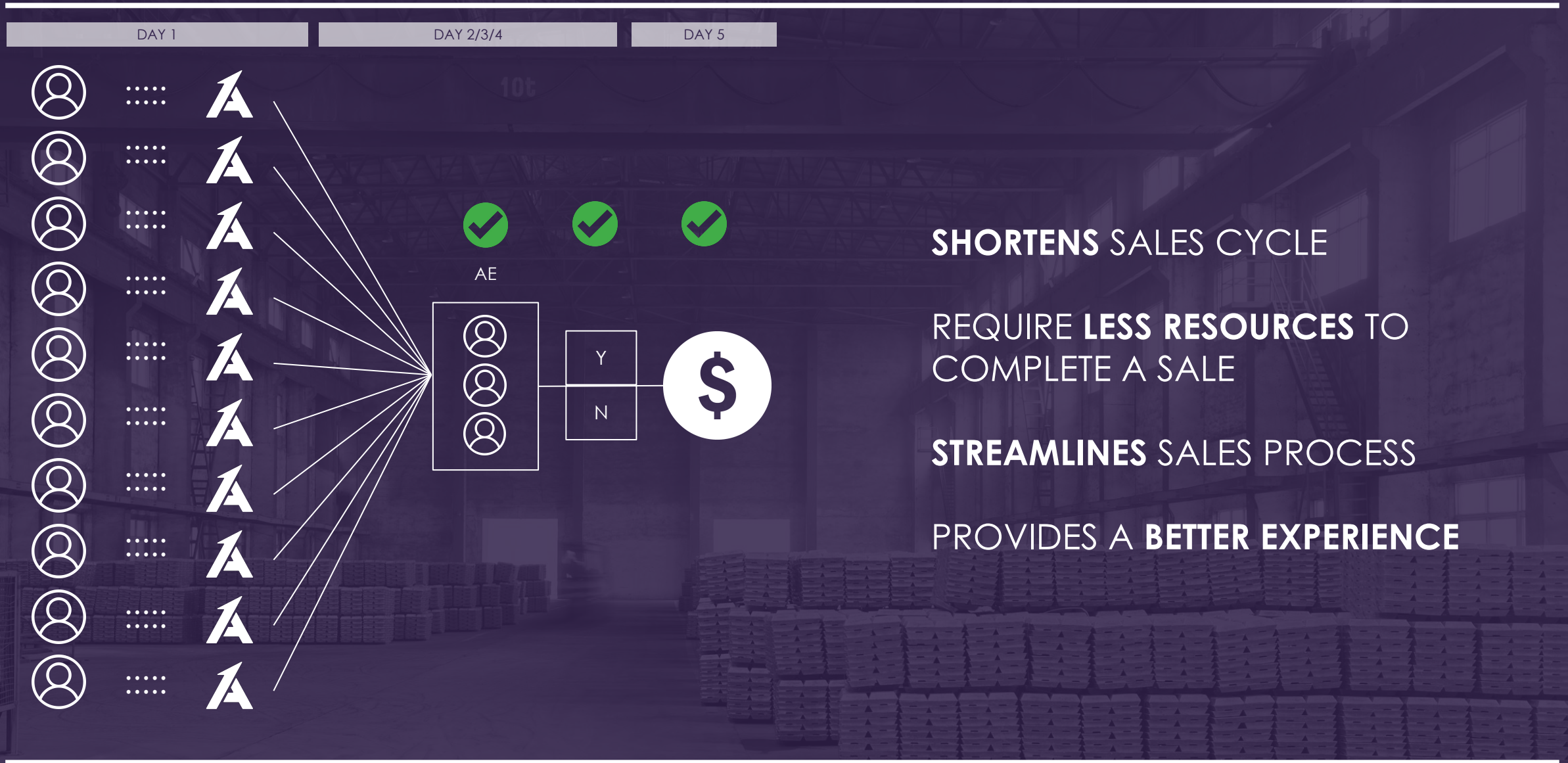
ATLATL VISUAL

Visual Commerce

Embedding Visual Configuration into your consumer-facing website enables a personalized buying experience and creates market differentiation.

Visual CPQ

Visual powered CPQ enables sales team to simplify the complex quoting process. This streamlined approach is faster, more accurate, and provides a better buying experience

HEAVY MACHINERY 2020 SOLUTION

DAY 1   DAY 2/3/4   DAY 5

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SHORTENS SALES CYCLE

REQUIRE LESS RESOURCES TO COMPLETE A SALE

STREAMLINES SALES PROCESS

PROVIDES A BETTER EXPERIENCE

With the ATLATL platform sales reps are now empowered to answer their customers questions and get them a quote much more quickly. This saves valuable time and limits support required to complete a deal, resulting in a more streamlined experience

CUSTOMER PROFILE

Company Name

Manufacturing Inc.

Became an Atlatl Customer

2013

Sales Reps   *Dealers*

100   **400+**

Quotes Created Annually

12K+

Avg. Annual Quote Value

$480M+

Customer deployed ATLATL's solutions across their sales channel in 2013.

Since then:

25% Increase in Sales Efficiency

31% Decrease in Cost of Sales

Net Present Value of $3.3m

Total ROI 310%

Heavy Machinery 2020
Impacts Guaranteeing 20% YoY Growth

25%
Increase
In Sales Efficiency

30%
Decrease
In Cost Of Sale

40%
Time Savings
From Support Staff

10%
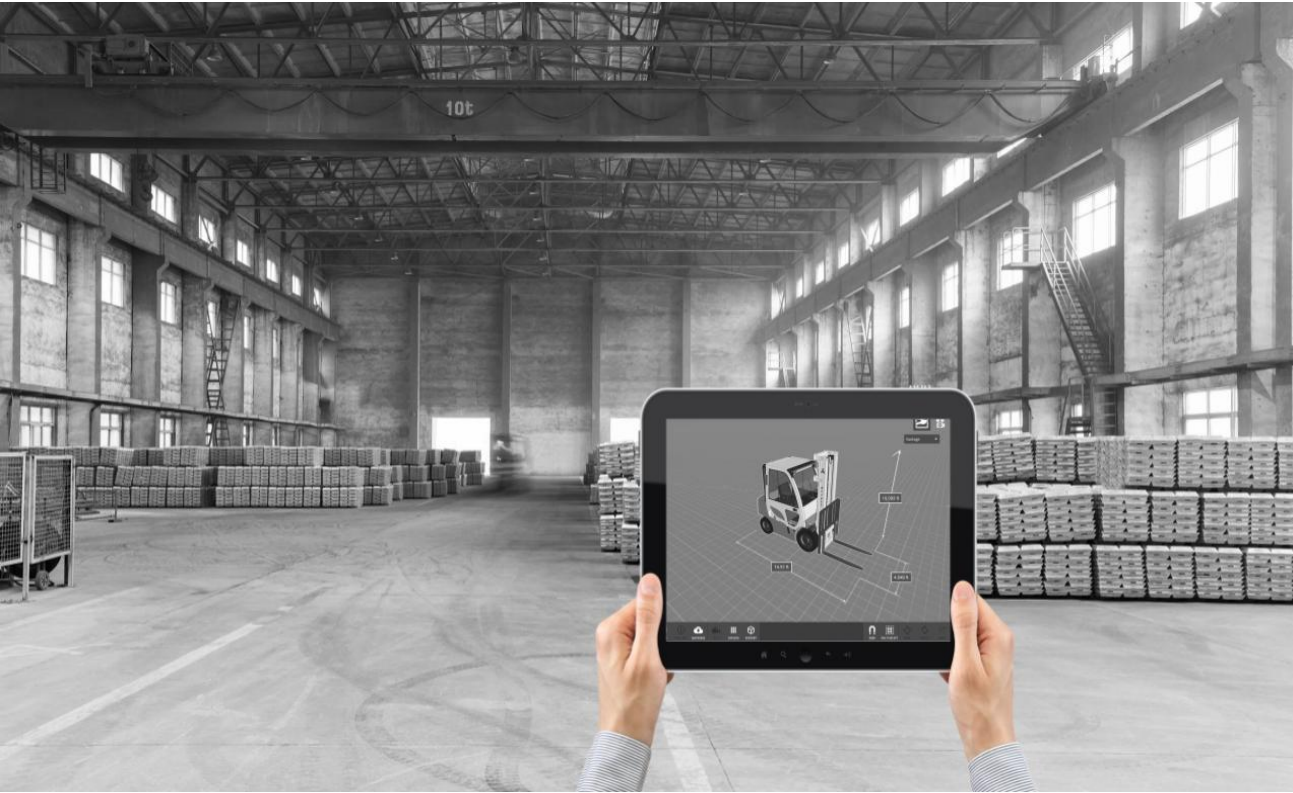**Higher**
Win Rates

+300%
Roi
With The Tool

100%
Visibility
Across Sales Channel

Q&A

There is only one question:

Are you committed to 20% YoY

Growth in 2020?

THANK YOU!

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Zac Cooper
Director of Sales
ATLATL Software

ABOUT ATLATL (AT - LA - TULL)

ATLATL delivers speed and accuracy to power a more productive sales experience.

We're able to do this by leveraging the benefits of 3D visual product configuration and step-guided workflows to streamline the sales process and drive efficiency. To ensure order accuracy and empower users, we work closely with our customers to understand their business, product, and engineering rules. Building these into our tool, our customers are able to work faster and more independently than before to improve their productivity.

The result is increased sales, higher win rates, and a better customer experience when partnering with ATLATL.