



WHY GO VISUAL

5 Reasons Why Visual Selling
Is The Investment In Digital Transformation
You Need To Make Now



www.atlatlsoftware.com



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PREFACE

Where Will You Start Your Digital Transformation Journey?

Digital Transformation is more than just another buzz term, it's a critical movement that companies must embrace to survive. But all too often we work with companies who have been paralyzed under the weight of determining where to start their transformation journey. Here's our suggestion:

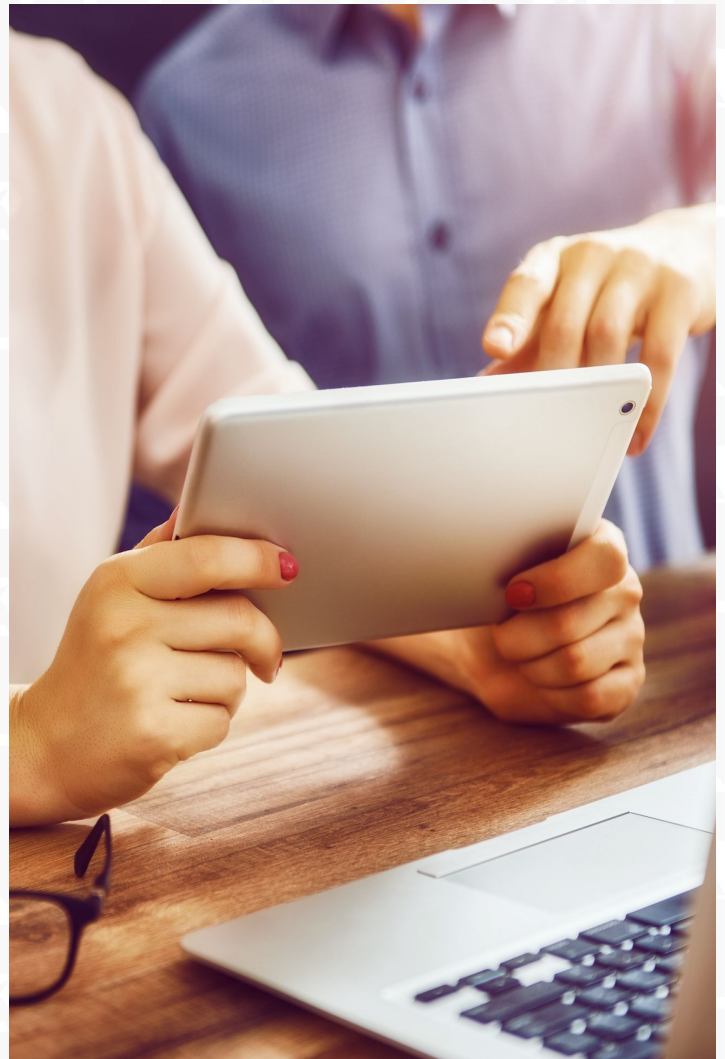
START WITH SALES

Beginning your transformation journey with an initiative tied to improving your marketing and sales function will reap immediate benefits.

As you improve your processes, you'll experience increased productivity from efficiencies you gain via new tools. This efficiency allows you to better allocate resources while also increasing your opportunities for new revenue.

But perhaps most important of all, you are driving improvements into the functions that most closely impact your customers.

Gaining downstream efficiencies as you improve your customer's experience is a winning combination. The best approach to begin this transformation is to embrace a visual selling strategy.



WHAT IS VISUAL SELLING



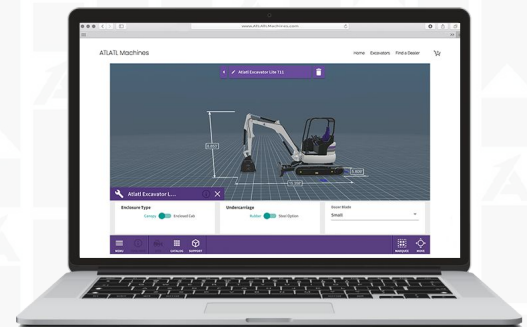
A benefit of the ATLATL Visual Configuration product is the ability to view configurations in Augmented Reality via the Config2ART™ mobile app. Viewing configurations in actual space helps decision timing

What is Visual Selling?

A visual selling strategy uses **Visual Product Configuration** as the key component of the sales and marketing engagement. To do this, a team would leverage a 3D Dynamic Visual Configurator like the one shown to the right. With tools like this, sales teams are now empowered sit shoulder-to-shoulder with their customers and provide a more complete sales engagement and ultimately a better experience.

Visual Configuration

The experience of visual configuration for a customer begins with a base product or a similar starting point. They then are guided through an option selection or configuration process. As each option is selected and the product is configured these changes are dynamically represented in the visualization. This immediate feedback of their action creates numerous benefits. Let's explore each in the following pages.



The ATLATL bCommerce™ experience brings Visual Product Configuration capabilities to a customer's own website.

5 Reasons Why Visual



“Experience is the new competitive battlefield” **How will you stand out?**

Your customer's expectations are being driven by their everyday experiences as consumers as well as influences of younger generations

Visual selling creates immersive, personal experiences, with selections coming to life

Visual selling is the closest a customer can get to the real product - like a virtual test drive

Visual selling transitions the sales experience from *selling* to *buying* as the customer gains control of the product selection and configuration process more than ever before

WHY GO VISUAL

COMPETITIVE ADVANTAGE

Buyer journeys have shifted and more engaging buying experiences are expected

86%

Customers will pay more for great experiences

IMMERSIVE

Visual Selling provides unmatched experience in its ability to immerse buyers



REASON NO.

“An Efficient Sales Process is a Productive One”

Increase Speed to Quote

People respond faster, process more, and remember the most from visual cues

Visual configuration provides instantaneous feedback, speeding the configuration process

ATLATL's Visual product is backed by a powerful rules engine, enabling the sales rep and his/her customer to progress further than before, without the aide of support resources

The combination of faster sales engagements and the consolidation of multiple back and forth steps condenses the overall sales cycle - weeks become days even hours

Because of visual selling, sales teams can operate more efficiently than ever before

WHY GO VISUAL

60,000X

The eye can process information
60K times faster than other senses

90%

Of the information the brain
processes is visual

65%

Of people are visual learners

323%

Better performance when people
can follow visual cues



“Don’t force your customers to use their imagination”

Give them the knowledge and experience that gains their trust

Visual feedback ensures buying confidence as the user is visually confirming their selections and configurations

Because of this, order accuracy improves

Reduced order error means a reduced impact on support resources

There’s also a gain in production capacity as re-works or re-orders occur less frequently

**A CONFIDENT
BUYER
IS A
LOYAL
CUSTOMER**



“Selling is going social” Collaboration is Key

Visual selling is an immersive experience that can be consumed by multiple stakeholders simultaneously

Through the use of Augmented Reality, a customer can share his/her configuration with a colleague thousands of miles away

The colleague can place the configured product at the job site, on the shop floor, or share it with the end consumer

Within Config2AR users can view products to scale in real space as they offer feedback on the product configuration

This further accelerates the sales cycle, getting needed buy-in and/or feedback from other stakeholders

WHY GO VISUAL

To experience the value
Augmented Reality
Download our AR app:

 ATLATL
Config2ARTM



REASON NO.

5



“Companies who invest today, win tomorrow”

What is your strategy?

Visual selling is not just a more enjoyable way to sell and buy products, it's a more effective way

Conversion rates increase by 40% when implementing visual selling strategies

Faster sales cycles leads to increased opportunities, increasing overall productivity of your marketing and sales teams

Reduced order error increases capacity while fewer resources are needed to support sales, leading to a more efficient backend process

Visual Selling is the fastest way to get to revenue

40%

Higher conversion rates with Visual Configuration as a part of the sales process

EFFICIENT AND EFFECTIVE

FASTEST PATH TO REVENUE

Closing Thoughts

- Your Customer Wants To See Your Products
- Visuals Create Common Ground
- A Personalized And Impactful Experience Is One Of The Most Critical Elements In A Modern Marketing & Sales Experience
- Early Leaders Get The Best Results As They Capture Mind And Market Share
- Make The Move To Visual Today

STEP 1

Visit us online
www.atlatlsoftware.com
to learn more about
visual selling

STEP 2

Schedule time with
one of our Visual
Strategists

STEP 3

Build your Visual
Selling Strategy with
ATLATL Visual

STEP 4

Disrupt your industry
with a superior
customer
experience and an
efficient sales
process

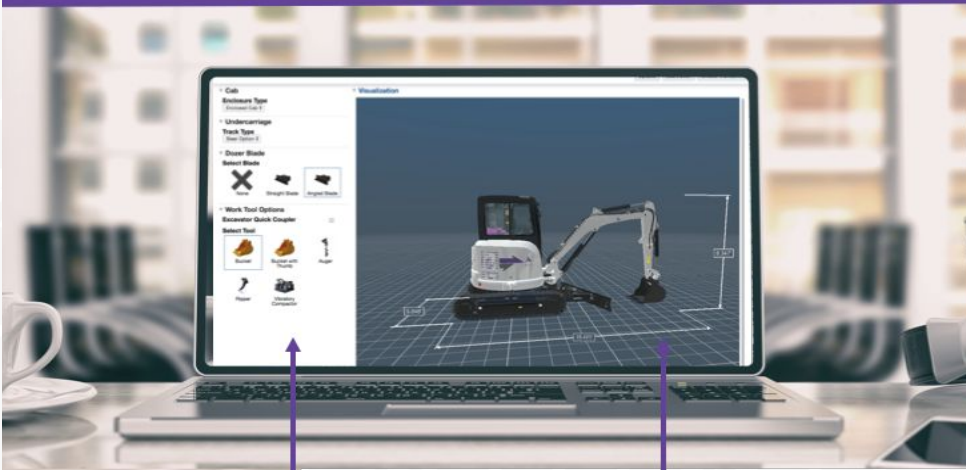
Contact With Us To Learn More at www.atlatlsoftware.com
Call Us Direct: 843-619-3550

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ATLATL
SOFTWARE



ORACLE®
CPQ

CONFIGURE

+



ATLATL
VISUAL

VISUALIZE



ATLATL
Config2AR™

VIEW & SHARE



Real-Time 3D Integration & Visual Performance



Faster & More Accurate Configurations



Generates 2D + 3D Dynamic Sales Drawings For Approval



Direct Integration With All Leading 3D CAD Platforms



Download **Atlatl Config2AR™** and scan QR for an Augmented Reality Experience

How it works:

ORACLE®
SALES CLOUD

ORACLE®
CPQ Cloud

+



ATLATL
VISUAL

ORACLE®
CPQ Cloud

SOLIDWORKS
*OR OTHER PLATFORM



ATLATL
Config2AR™

Lead to
Opportunity

Interactive 3D Visualization &
Configuration

Price &
Quote

Atlatl 3D
*CAD
Connector

Share

Learn more at www.atlatlsoftware.com/Oracle



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