



**CENTER
SMART SERVICES**



Consortium project

Indirect sales

**Successful sales of digital products and
connected machines via dealers**

Successful sales of digital products and connected machines

Many manufacturing companies rely on an extensive partner network to sell their products. Physical products (machines, components, etc.) are already complemented by a wide range of services and digital products. The successful sale of digital products poses new challenges and questions for the cooperation between manufacturer and sales partner:

- How can existing structures and partners be used for the sale of digital products?
- How must sales be structured for digital products in the future?
- How must the transformation and development of existing partners be designed?

Together we achieve measurable success for the sales of your digital products and connected machines via your dealer network. Did you know that...

- on average, 6.8 people are involved in the purchasing process of digital products?¹
- 72 % of all newly launched digital products fail to achieve planned profits and over 50 % fail in the first year after launch?²
- 77 % of industry leaders identify selling digital products as the biggest challenge?³
- only 24 % of machines in the field are connected?⁴
- just 15 % of companies generate more than 5 % of their revenue through digital products?⁵

Your expenses

As a consortium partner, you will be actively involved by participating in the meetings and individual workshops as well as the final conference. The financial contribution per company is € 30,000. The fee includes the participation in all meetings (excl. travel expenses) for 2 persons each.

Conditions

Start: October 2021

End: October 2022

Number of participants: approx. 15

Participation fee: € 30,000*

*Immatriculated members of the Center Smart Services get a discount of € 5,000

¹ Rusnjak u Schallmo 2018; ² Irlbeck 2017; ³ KBM DDL 2018; ⁴ BITKOM 2018; ⁵ VDMA/BCG 2018



Goals and results of the project

Your benefits

Together we identify strategies, measures and methods for the successful partner-supported sale and market launch of digital products in twelve months.

- Cross-industry knowledge of successful practices and methods for multi-level sales approaches
- Future-proof design of your sales networks and infrastructure
- Collection of practical tools and methods for the optimal leverage of existing sales partners
- Building your own cross-industry network of experts for the challenges of “sales of digital products”

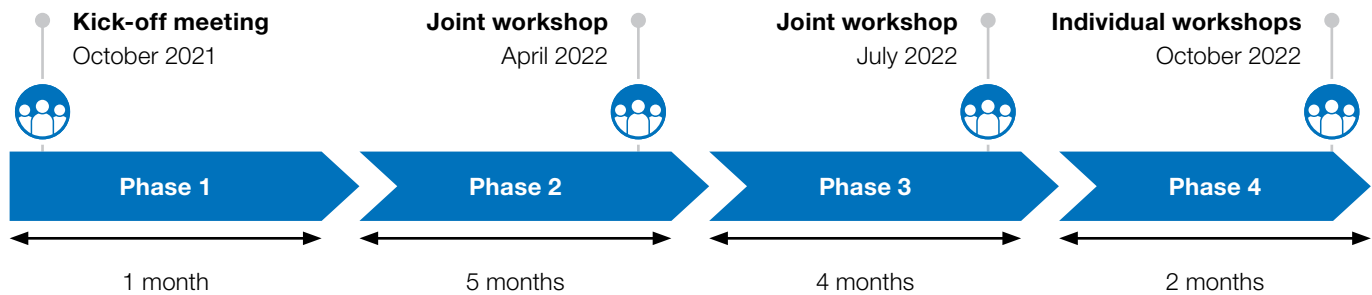
Project outcomes

How will the results of the consortium project look like?

- Get to know successful practices through case studies
- Individual workshops for direct application and transfer of the knowledge gained
- Direct exchange with experts from other companies in various industries
- Scientifically based and field-tested solutions, tools and methods to support your sales organization
- Support and roadmap for the transformation of your sales network



Approach and schedule of the consortium project



Phase 1



Kick-off meeting

- Presentation of framework and project approach
- Identification of main topics

Recording the dealer's perspective

- Conducting dealer interviews

Phase 2

Successful Practices

- Cross-industry identification of successful practices
- In-depth interviews with experts



Joint workshop

- Joint working on the successful practices
- Exchange and discussion in the consortium

Phase 3

Structuring the sales guide

- Fundamental structure of the sales organization
- Combination of successful concepts
- Methods and procedures for implementation



Joint workshop

- Joint working on the successful practices and sales guide
- Exchange and discussion in the consortium

Phase 4

Individual integration workshop

- Planning of the individual transformation and implementation for your company



Final meeting with the consortium

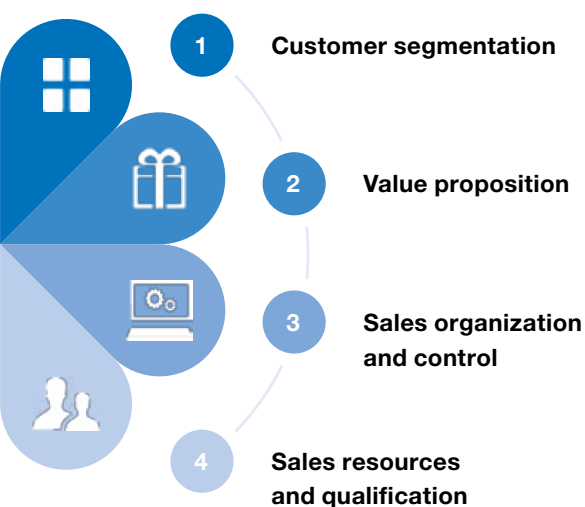
- Completion and presentation of results
- Exchange of experience and networking

Your health comes first...

...which is why current COVID-19 requirements are fully considered when conducting all physical project meetings and company visits.

Key issues and framework

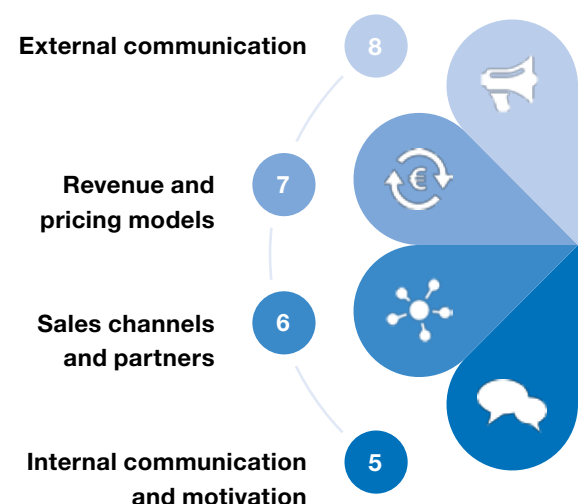
The questions, focus areas and project objectives are customized in the consortium during the kick-off meeting according to the individual needs of the partner companies.



- How do I integrate my partners into revenue and pricing models for digital products?
- How do I design multi-channel systems for my entire service portfolio? Which services do I sell via which channel?
- How can I support my dealers in proactively approaching customers for the sale of services and digital products?

Possible key questions are:

- What are new customer segments, who is responsible for them and how do I serve them most efficiently?
- How do I integrate dealers into the value proposition of my digital products?
How do my dealers participate in digital products?
- What sales resources do I need to build up and how do I qualify my dealers?



How does a consortium project work and why should you not miss your chance to participate?

Project organization and workflow

How will the consortium project be carried out?

- Consortium projects are carried out by industrial companies in cooperation with the project team of the FIR at RWTH Aachen University and the Center Smart Services.
- At the beginning of the project, the consortium jointly defines the focal points for the project.
- We take over the project management for you, prepare and follow up on deadlines and support you with our expertise.
- The project is structured in the form of several phases with regular milestone meetings. Regular reviews ensure your success.
- In cooperation with all partners, valuable insights are gained for your sales and are exclusively made available to the consortium.

Key advantages of consortium projects

- Minimal effort and maximum benefit through the coordination of the consortium project by the FIR project team and the Center Smart Services.
- Benefit from our competencies in the development and market launch of digital products as well as from the experience of the project team and the consortium partners.
- Build a trusted network of experts for sharing best practices across industries.
- Learn from the experiences of others and draw conclusions for your own business.
- Use the opportunity to not only address your current challenges, but already lay the groundwork for the next steps in your sales development.



About us



Center Smart Services

In cooperation with its members, the Center Smart Services develops market-ready data-based services. Our portfolio is targeted at companies in the machinery and plant engineering sector as well as the production industry that seek to open up new business segments with smart services or generate value from available company data with the help of modern data analysis (such as machine learning). Services provided by the center include the development and application of methods for the creation of digital business models as well as education and training programs, and industrial services assisting companies with the introduction of digital business models.

www.center-smart-services.com



FIR e. V. at the RWTH Aachen

The FIR e. V. at the RWTH Aachen was founded in 1953 and has 130 employees, including 55 scientists/PhD scholars. The goal is to create a bridge between science and business in industrial management. Annually 40 publicly funded projects and 60 projects with industrial customers are carried out at the FIR. The areas of expertise are Service Management, Information Management, Business Transformation and Production Management.

www.fir.rwth-aachen.de

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Sources

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P. 5: masterzphotofo/Fotolia

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