



Selling Industrial Services in the Digital Age

Online seminar

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27 November 2020

Zoom

*“From insight
to impact”* 

Industrial services are a potential source of competitive advantage...

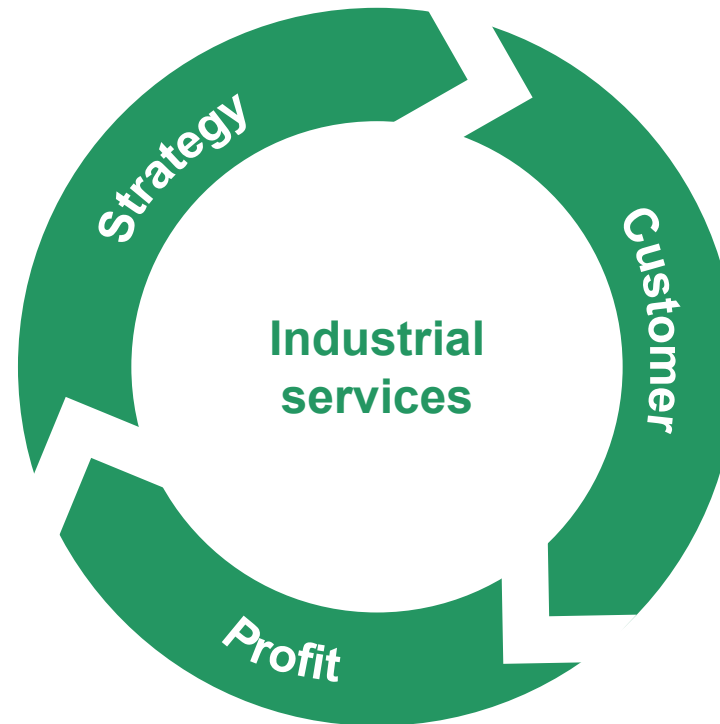
Motivation (1/2)

Strategic advantages

- High service quality helps fighting commoditization in mature markets
- Being at the forefront of service and digital innovation is a source of differentiation
- First-mover advantages in the digital sphere are still untapped

Higher profits

- Highly profitable industrial services yield EBIT margins over 40%
- Revenues are recurring, as opposed to multi-year repurchasing cycles in industrial goods
- Digital technologies can unlock opportunities to internalize cost savings in operations








Customer retention

- Fast response time and effective support are critical for customer satisfaction
- Key account managers and service technicians are the critical interface to the customer
- New digital services can be leveraged to create lock-in effects

... but can be hard to sell

Motivation (2/2)

		Barriers to sell industrial services...		... are reinforced in the digital age
Customer-driven	 Low demand	<ul style="list-style-type: none">• Internal maintenance teams and freelancers are the biggest competitors• Tendency to “sweat the assets” especially in times of downturn		<ul style="list-style-type: none">• Unclear value proposition of new digital products & services• Low active demand, especially in traditional industries
	 Low willingness to pay	<ul style="list-style-type: none">• Services considered as integral part of premium manufacturer’s value proposition• Particularly pronounced across Asia		<ul style="list-style-type: none">• As in consumer markets, “apps” are considered free goods• Value of new offerings often unproven
Provider-driven	 Frontline staff not geared towards service sales	<ul style="list-style-type: none">• Sales force mainly preoccupied with equipment sales• Service technicians constantly in firefighting mode		<ul style="list-style-type: none">• Technical competencies in “digital” are unevenly distributed• Discussion with decision makers moves from technical to financial benefits
	 Inconsistent performance measurement	<ul style="list-style-type: none">• If at all existent, sales incentives reward revenue above all• Service revenue often negligible compared to equipment revenue		<ul style="list-style-type: none">• Revenue from digital offerings even lower than from traditional services• Incentive structure has largely remained unchanged

Your participation in the diagnostic study is your entrance ticket for our upcoming online event

Sales Diagnostic and Online Seminar

Your contribution to our diagnostic study...

Sales Diagnostic



- Systematic screening of performance in service sales strategy, processes and organization
- 90+ participants from global leading manufacturing firms across industries
- Takes ~30 min to complete individually

<https://ww3.unipark.de/uc/sales/>



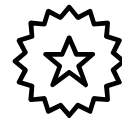
... is rewarded with a free participation in our online seminar

Selling industrial services in the digital age

An exchange platform to share successful practices in industrial service sales exclusively available to carefully selected participants.

27
NOVEMBER
2020

09:00 - 12:30 (CET)
REMOTE CONFERENCE



Highlights

- Cross-industry diagnostic study results
- Successful practices shared and discussed live by industry experts
- Keynote from value-based selling expert



Participants

- Global participants of diagnostic study
- Sales and service managers
- From leading firms such as Andritz, ABB, Sandvik, Schindler, Siemens, Stäubli, Trumpf, Zeiss...



Registration

Link provided after successful completion of study.

Selling Industrial Services in the Digital Age

27 November 2020 | 09:00 - 12:30 (CET) | Zoom

PRELIMINARY

1	Welcome	HSG	09:00 – 09:05
2	Keynote: Selling industrial services in the digital age	Todd Snelgrove	09:05 – 09:40
3	Keynote: Best-in-class Service Go-to-Market: Accelerating your growth engine	Bain & Company	09:40 – 10:05
	<i>Break</i>		10:05 – 10:15
4	Sales Diagnostic results	HSG	10:15 – 10:55
5	Industry insights: Selling value successfully	Signify	10:55 – 11:20
	<i>Break</i>		11:20 – 11:30
6	Industry insights: Value-based pricing implementation	Philips	11:30 – 11:55
7	Industry insights: Sales success with hybrid solutions	ABP Induction	11:55 – 12:20
8	Wrap-up	HSG	12:20 – 12:30

Key facts

70+ participants from Europe and Asia

English-speaking event

Free of charge for study participants

Participants

- Managing Director
- Chief Service Officer
- Head of Sales
- Director After Sales
- VP Sales and Marketing
- Key Account Manager
- Sales Consultant

Participating companies

