

factor10 manufacturing companies with a complex sales process

Hi !

If you sell complex, configurable products, you already know the pain: every quote is a project, every order starts with a phone call, and your best people spend their days answering the same technical questions. A self-service configurator promises to change all that for the better. But getting there raises many questions.

In this edition of our newsletter, we try to answer two of them: what's true (and what isn't) about data readiness, and how to find out whether a configurator could genuinely reduce friction in your sales process.



Jimmy Nilsson
CTO & Consultant
jimmy.nilsson@factor10.com



Article

Do we have the data we need for a self-service configurator?

This is almost always the first question when companies start exploring a strategy involving a self-service configurator. And it's easy to answer: No, you don't.

In fact, even companies with a mature system map (ERP, CRM, PIM, PLM, CAD systems, etc) don't have everything they need. Why? Because the data required for a customer-facing configurator is different from the data you use internally. Much of it simply doesn't exist yet because no one has needed it before.

Here's why that's not a problem



Per Rovegård
CEO & Consultant
per.rovegard@factor10.com



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Workshop

Could a custom configurator reduce friction in your sales process?

A custom-built self-service configurator lets your customers configure, price and quote their own solutions, putting them in control and freeing up your sales team to focus on closing deals. To help you figure out if something like this could reduce friction in your sales process we've designed a two-hour workshop.

It's free and we would love to do it with you!

The five steps of the workshop



Jimmy Nilsson
CTO & Consultant
jimmy.nilsson@factor10.com

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Box 61
372 21 Ronneby
Sweden

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