

INNOSALE

Innovating Sales and Planning of Complex Industrial Products Exploiting Artificial Intelligence

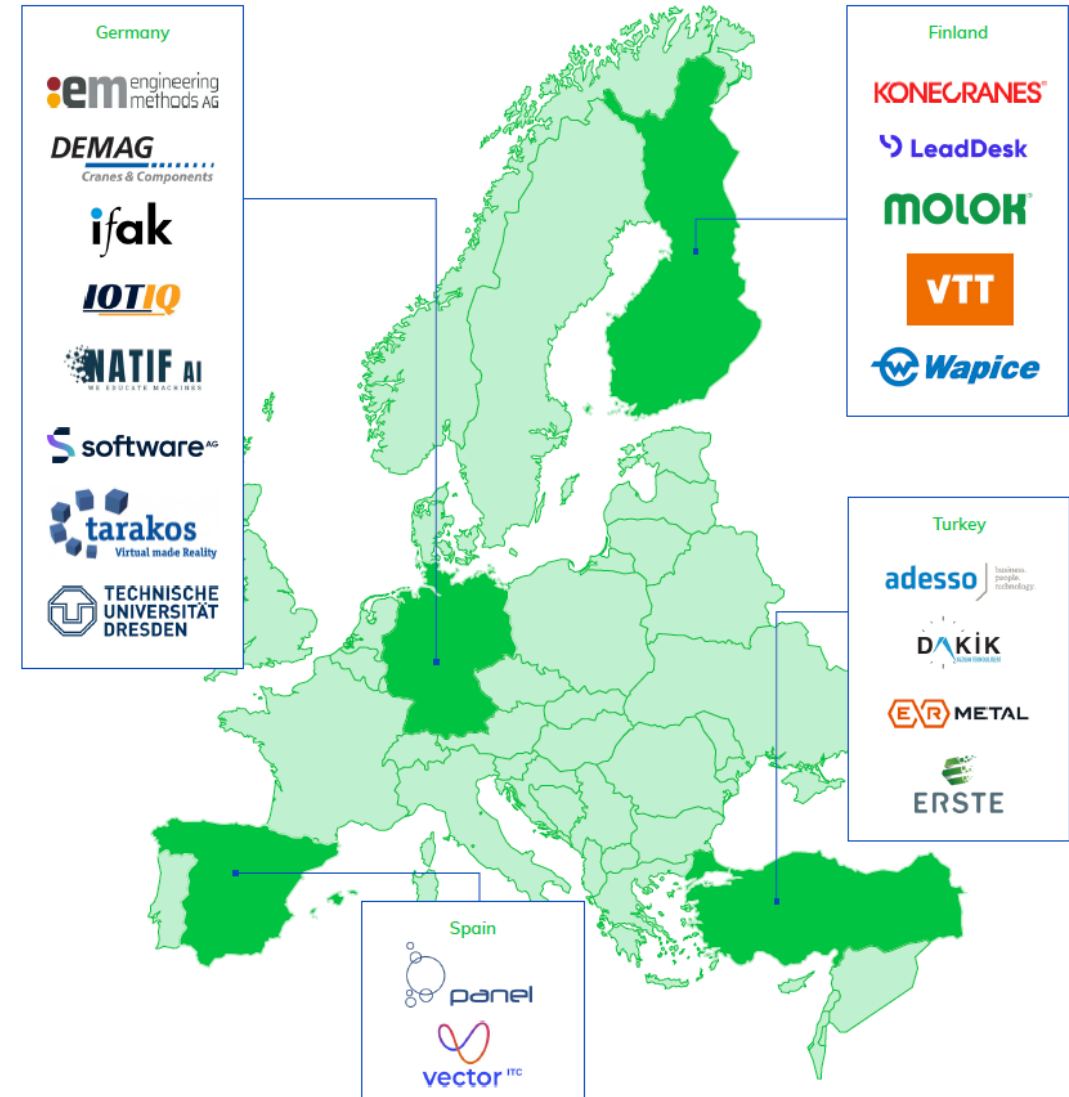
29th of May 2024

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INNOSALE

data + AI →
performance
experience

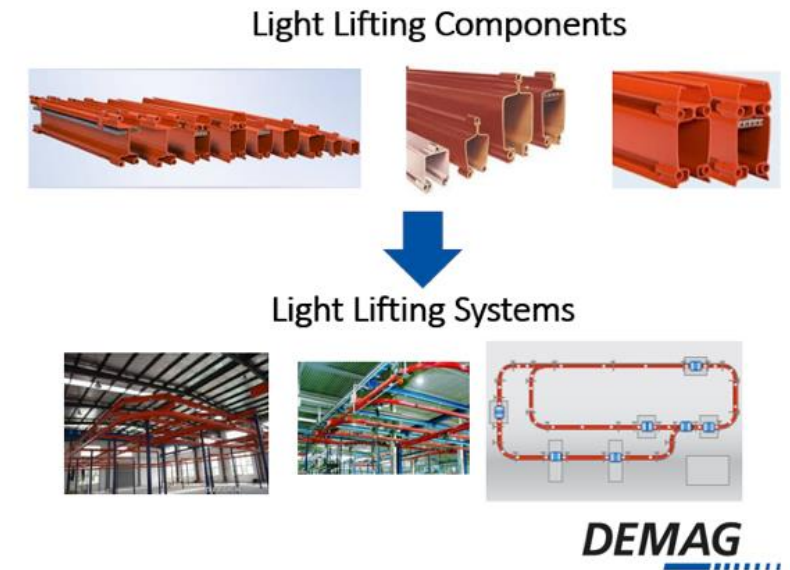
- 4 national consortia with a total of 19 partners
- Use case providers:
 - Konecranes (FI)
 - Molok (FI)
 - Demag (DE)
 - Ermetal (TR)
 - Panel (SP)
- 1.10.2021-31.3.2025, www.innosale.eu



InnoSale – Rational

Use Case and Problem

- **complexity and variations** on products not suitable for catalogues
- more customized products **require back-office support**
 - **manual back-office** support for ~40% products (LLE)
- **highly skilled sales experts** needed
- **rare use of historical data** due to many reasons, e.g., insufficient accessibility, different file formats, lack of awareness



AI-driven tools for B2B sales processes along the sales funnel

- Automation and increasing interconnectivity of systems related to business operations are transforming sales activities
- For B2B sales the fourth industrial revolution means AI-powered tools [1].
- Main drivers for the change [2]:
 - 1) new buyer behaviour and rising customer requirements;
 - 2) new information and communication technologies; and
 - 3) globalization, concentration and competition of the business.

[1] Syam, Niladri; Sharma, Arun. Waiting for a sales renaissance in the fourth industrial revolution: Machine learning and artificial intelligence in sales research and practice. Industrial marketing management, 2018, 69: 135-146.

[2] Cuevas, Javier Marcos. The transformation of professional selling: Implications for leading the modern sales organization. Industrial Marketing Management, 2018, 69: 198-208.

B2B sales funnel

Prospecting

Identifying and qualifying potential customers or leads.

Approach

Initiating contact and establishing rapport with potential customers.

Presentation

Communicating the benefits and features of a product or service to the potential customer.

Overcoming objections

Addressing concerns or hesitations raised by the potential customer to move the sales process forward.

Closing

Finalizing the sale and securing a commitment from the customer to purchase.

Follow-up

Maintaining communication with the customer and fostering future business.

AI-driven tools for B2B sales processes

Prospecting

- Lead generation
- Lead qualification
- Customer need analysis
- Demand estimation
- Sales forecasting

Approach

- Targeting and retargeting
- Personalized and customized messages
- Content curation
- Automation of customer contacts:
 - Chat bots
 - E-mails
 - Targeted ads

Presentation

- Configurators:
- Improve pricing accuracy
 - Reduce routine work
 - Improve CX
 - Co-design with the customer
 - Rapid prototyping
 - AI bots for communication

Overcoming objections

- Dynamic pricing
- Value-based pricing and analysis of reservation price
- Curation of competitive intelligence
- Emotion recognition in customer interaction

Closing

- Support for the sales expert
- AI tools also for the customers

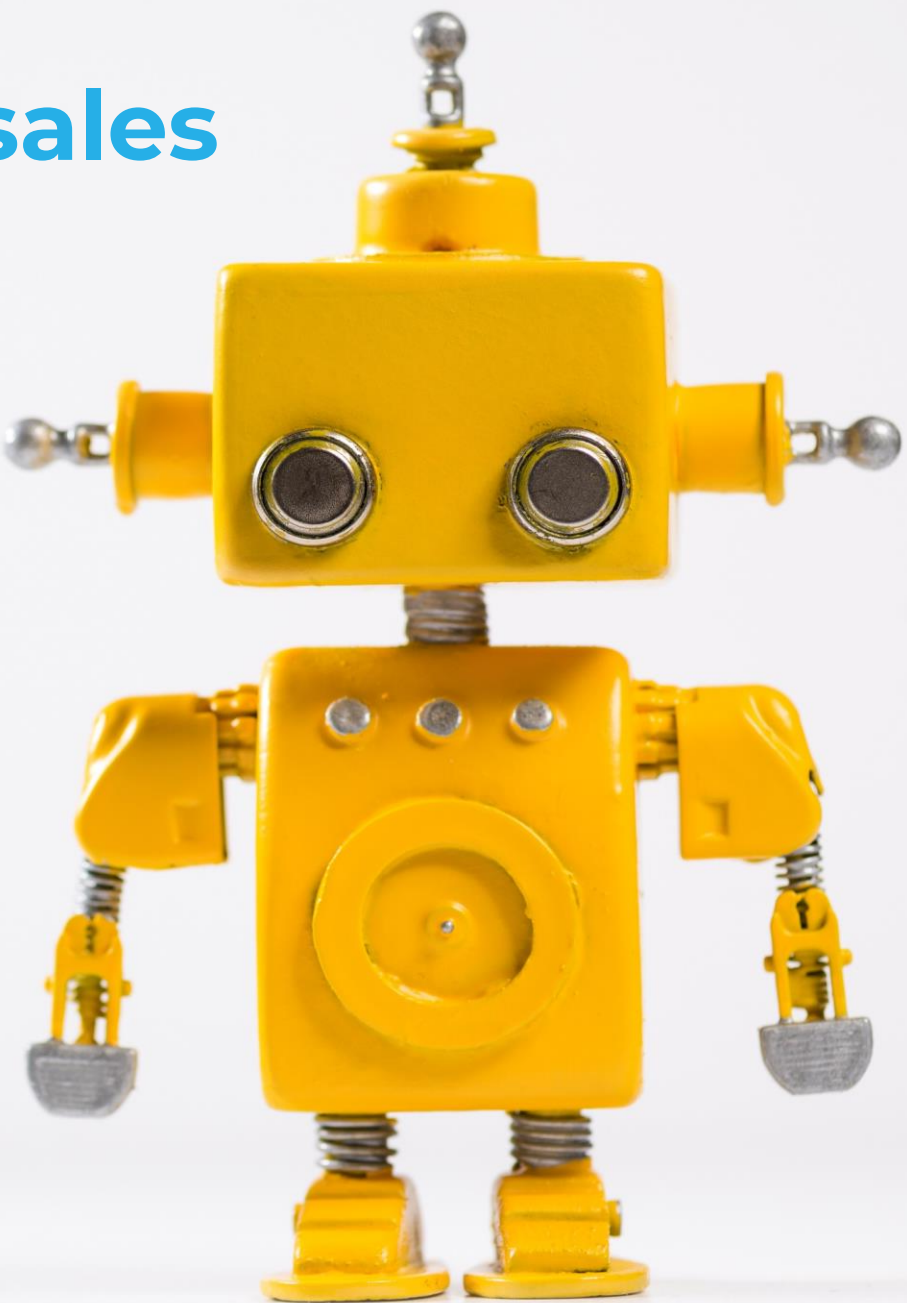
Follow-up

- Order workflow automatization
- Models for up-sale, cross-sale and aftersales

AI-driven tools for B2B sales

Role of AI

	Partial Integration	Full Integration
Assistive Role	1. Human Sherlock, Robot Watson: AI provides insights for specific supply chain activities like inventory management, supporting human-led decision-making.	2. Robot Cartographer: AI provides end-to-end supply chain visibility and generates insights for decision-making, but strategic decisions are still made by humans.
Autonomous Role	3. Chess Grandmaster: AI takes charge of specific activities like supplier selection or inventory replenishment, but humans retain the final approval authority.	4. Artificial Ecosystem: AI takes charge of end-to-end supply chain management, from demand forecasting to delivery, with minimal human intervention.



Hendriksen, C. (2023). Artificial intelligence for supply chain management: Disruptive innovation or innovative disruption? *Journal of Supply Chain Management*, 59(3), 65–76. <https://doi.org/10.1111/jscm.12304>

Objectives in InnoSale

- reduction in manual inputs for product configuration (65% of use cases)
- more time to focus on complex inquiries
- higher-quality quotes (39% of UCs)
- better understanding between customers and manufacturers (26% of UCs)
- shorter sales cycles (91% of UCs) that are less prone to errors (39% of UCs)
- broadening of sales activities and cross-selling opportunities (39% of UCs)
- more competitive pricing (13% of UCs)

**improved
inquiry-to-order
ratios**

**increased
customer
satisfaction**

ACKNOWLEDGEMENT

This project has received funding from:



Under the umbrella of:



The authors thank all the INNOSALE partners for their common work and contributions:

