6. Unternehmerforum an der ESB Reutlingen

Analytik und Automatisierung in Vertrieb und Marketing: Wie Menschen und Roboter zusammen arbeiten

Was heute möglich ist - und was die Zukunft bringt: Erfahrungsberichte führender Unternehmen

Donnerstag, 29. Juni, 2017, 16.00 bis 21:00 Uhr

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Analytik und Automatisierung in Vertrieb und Marketing: Wie Menschen und Roboter zusammen arbeiten

Nutzen Sie neue Chancen für profitables Wachstum

Über Industriegrenzen hinweg verändert die Digitalisierung Märkte in starkem Maße – durch **neue Geschäftsmodelle, neue Angebote, neue Interaktions-formen**, etc.

Nutzen Sie die sich bietenden Chancen in der richtigen Weise? Profitieren Sie in vollem Maße – und schaffen Sie **mehr Kundenwert für viel mehr Kunden zu viel geringeren Kosten**?

Loten Sie Ihre Opportunitäten aus beim **Unternehmerforum am 29. Juni an der ESB.**

Als Teilnehmer profitieren Sie in vielfältiger Weise

- Erkunden Sie **neue Wachstumsideen** – basierend auf digitalem Vertrieb und Marketing – gemeinsam mit Vertretern führender Unternehmen und Start-ups
- Experimentieren Sie mit **neuesten Lösungen und Systemen** um Ihren Umsatz zu steigern und Ihre vertriebliche Leistung zu stärken
- **Vernetzen** Sie sich mit führenden Vertriebs- und Marketingmanagern über Industriegrenzen und arbeiten Sie eng mit ihnen zusammen

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Begrüßung, Überblick über die Veranstaltung und Erwartungen	**16:00**
Wertgenerierung im Vertrieb: Neue Möglichkeiten durch Digitalisierung Prof. Dr. Marco Schmäh, ESB	**16:25**
Schnelle Digitalisierungserfolge erzielen: Substantiell mehr Umsatz und mehr Marktmacht bei deutlich geringeren Kosten Dr. Martin Handschuh, Partner, A.T. Kearney	**16:50**
Verkaufschancen erkennen und Risiken vermeiden: Öffentlich verfügbare Informationen wirkungsvoll nutzen Timo Bühler, Business Development Manager, Echobot	**17:15**
Mit Analytik den Kunden verstehen – mit Mut die Zukunft gestalten Bernd Müller, Vice President Sales Europe West, Bosch Power Tools	**17:40**
Gemeinsame Diskussion und Pause	**18:05**
Digitalisierung wirkungsvoll umsetzen: Was geht? Was nicht? Und warum? Johann Soder. Geschäftsführer Technik, SEW Eurodrive	**18:40**
Künstliche Intelligenz im digitalen Vertrieb: Highlights aus 15 Jahren Anwendungserfahrung Leo Keller, CEO, Blue Ocean Semantic Web Solutions	**19:05**
Offline Marketing Kampagnen: Genauso präzise steuern wie online Aktivitäten Robert Rebholz, CEO, Optilyz	**19:30**
Neuromarketing: Den Kunden besser vestehen denn je Dr. Kai-Markus Müller, CEO, Neuromarketing Labs	**19:55**
Gemeinsame Diskussion bei sommerlichem italienischem Essen	**20:20 – ca. 21:00**

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Ort und Zeit
ESB Business School, Gebäude 17, Pavillon
Alteburgstraße 150, 72762 Reutlingen
Donnerstag, 29. Juni, 2017; 16.00 Uhr bis 21:00 Uhr

Anmeldung: Bis 12. Juni 2017 über **www.digitalvalueselling.com**

Teilnahmegebühr: 380 € inkl. Verpflegung

Organisatoren

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Ausgewählte Publikationen zur Veranstaltung

ATKearney

Optimales Wachstum

Was ist das? Was bringt es?
Wie kann man es erreichen?

ATKearney

Beyond Limits: The Future of B2B Sales

B2B sales are about to go through a revolution by taking full advantage of what digital technologies have to offer. Leading companies are already vaulting ahead, more than doubling the growth and productivity improvements of their peers.

ATKearney

The Business-to-Business Sales Revolution

Business-to-business sales is going through a real revolution as it takes full advantage of what digital technologies have to offer.

B2B sales digitization allows to have it both ways: Creating more value for customers while making it easier for them to do business. Simplification and sophistication at the same time.

It sounds too good to be true, digital technologies now make it possible to have it both ways—to engage in a much richer interaction with customers and, at the same time, make this interaction considerably easier and simpler for both customers and suppliers. These technologies eradicate an ever-present trade-off. We can now offer customers more sophisticated solutions that better fit their specific needs; while at the same time, we can make it much easier and simpler for them to get these solutions. Simplifying for sophistication, so to speak.

Amazon.com provides one of the most well known examples of companies that have it both ways. Instead of the forty thousand books found in a decent bookstore, it gave us the entire long tail of millions of books. But it also gave us the means to efficiently find the books we really like through key-word searches, reviews by readers, suggestions based on books bought by other readers, the ability to scan book contents, and what have you.

B2B sellers that get this right are pulling into a commanding lead. A recent A.T. Kearney survey of 1,600 companies showed that the top performers achieve twice the revenue growth and 2.3 times the sales productivity growth of their peer companies.

The starting point: simplification and ease

While digital technologies can make what we do today easier, simpler, and much more cost effective, this is only half the picture—and the least important half at that. These technologies have a much more profound impact. They can be used to make difficult problems and actions more manageable, handle complexity, configure specific solutions or provide spot-on support and services. In other words, they enable a much richer and more sophisticated B2B interface between customers and suppliers at a fraction of the effort and cost, while they also enable customers to take control of their affairs.

The true impact: enhance and enrich

The real impact of digital technologies, therefore, is that we can now better figure out what would really be of value to customers (and even help them better understand this value), and then we can provide them with more appropriately tailored and customized solutions to meet their increasingly specific, sophisticated, and complex demands. The result will be that commodity and highly customized design in offerings will turn into a continuous spectrum, driven and shaped by increasingly rich interaction between customers and suppliers.

www.atkearney.de

ATKearney

Sales Optimization from the Middle

Inspired sales performance and power generated from the middle levels of the organization

Let's Make Sales EASY Again

What is it that sales managers across industries struggle with most in their day-to-day businesses? Sales organization inertia and reluctance to change. In times of rapid and dynamic customer need, market and technology changes, many leaders state that their biggest challenge is to promote change.

Yet while top management strives to make change happen, middle managers and staff are often frustrated with the latest sales optimization initiatives: "Why do we need another improvement program? We haven't even implemented the last one." And many feel as if their opinions do not matter: "We have so many ideas about what should be done, but no one from top management listens to us and acts on them."

To address these issues and ensure organizational agility, it is essential to **E**nhance customer interactions, **A**ccelerate sales optimization, **S**implify operations and systems, and **Y**ield exceptional profitable growth—while doing so in a novel, inspiring, inclusive, and empowering way.

Why Top Down No Longer Works

Traditional top-down projects are risky endeavors. Management is at risk of not reaching the foundation of the organization and as a consequence sets targets instead of driving "real" improvements. Employees feel like victims rather than creators of their future. Frustrations rise. Willingness to change erodes.

Pure-bottom up does not work either—no more so than expecting 1,000 flowers to bloom without water. The result is not powerful, targeted, or optimal.

Our Optimization from the Middle approach is different. All improvement efforts begin at the mid-levels of the organization—actively engaging 100 percent of top managers, 50 percent of middle managers, and more than 15 percent of staff (see figure 1 on next page). It is a structured approach in which employees bring their experience and creativity to the table, both to outline top-management themes and initiatives as well as to share their own ideas. Ownership is built into

"Optimization from the Middle is performance management and cost cutting with enthusiasm and passion. It infects everyone in our organization in a highly positive way... I have never experienced anything like this."

Chief Executive Officer
Client

www.atkearney.com

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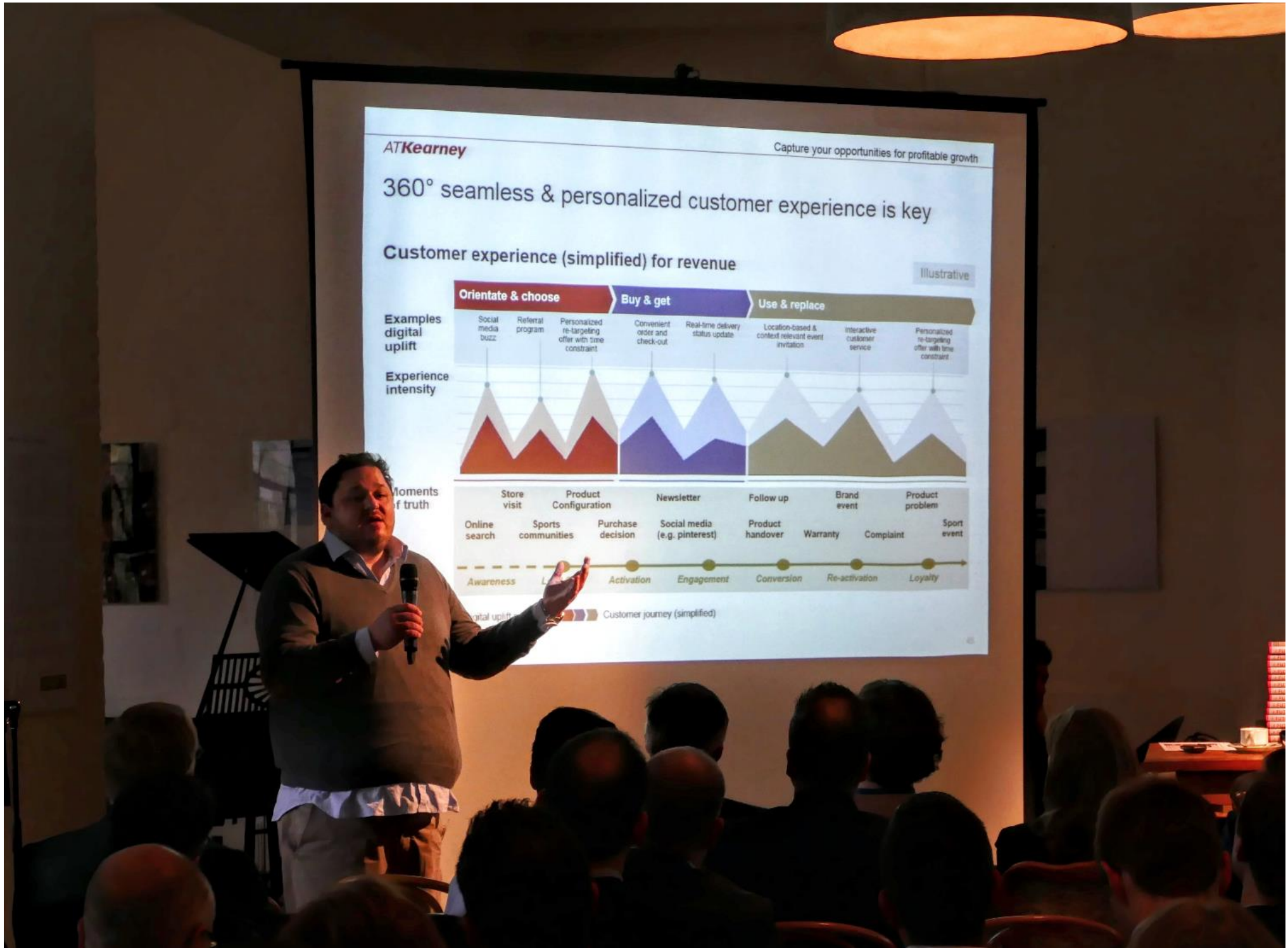
Impressionen unserer letzten Veranstaltung

Sales and Marketing
profitable growth
ATKearney
Sales and marketing digitization: more value for more customers with less effort and costs

The biggest competitive differentiator: being loved by customers for the ease of doing business with

Executive Event
Digital Disruption in Sales and Marketing:
Capture your opportunitie profitable growth
Berlin
Nov 9th and 10th, 2016
Lenovo


ATKearney
Capture your opportunities for profitable growth
360° seamless & personalized customer experience is key
Customer experience (simplified) for revenue
Illustrative
Orientate & choose
Buy & get
Use & replace
Examples digital uplift
Social media buzz
Referral program
Personalized re-targeting offer with time constraint
Convenient order and check-out
Real-time delivery status update
Location-based & context relevant event invitation
Interactive customer service
Personalized re-targeting offer with time constraint
Experience intensity
Moments of truth
Store visit
Product Configuration
Newsletter
Follow up
Brand event
Product problem
Online search
Sports communities
Purchase decision
Social media (e.g. pinterest)
Product handover
Warranty
Complaint
Sport event
Awareness
Activation
Engagement
Conversion
Re-activation
Loyalty
Customer journey (simplified)

Mobile: a behavior - not a channel

Lean start up reloaded: it's not about MVP, it's about MLP
Minimal Lovable Products instead of Minimal Viable Products
FUTURE=STRATEGY

Artificial
intelligence in
sales helps to
learn from the best
and forget about
the rest

Transactional
work:
soon to be
a thing of
the past

Offline marketing: essential even for purely digital businesses
ATKearne

Content as discussed as part of the A.T. Kearney Executive Event "Digital Disruption in Sales and Marketing", Nov 2016

Neuroscience: testing new offerings with unparalleled precision

“Novel sales labs”: generating immediate impact and changing the way how organizations change

SAMSUNG

A.T.Kearney

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