Power new possibilities **for your equipment business** with A365 Sales

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Powering possibilities

Sales challenges faced
by equipment businesses

Sales performance tracking	Price & discount management	Customer relationship management (CRM)	Trade-ins/ multiple trading cycles
Forecasting & inventory	Customization	Pre-delivery inspections	

Redefining Sales Excellence for Equipment Businesses with A365

Designed to elevate your equipment business, the A365 Sales module ensures every customer interaction is meaningful, personalized, and impactful. By enabling hyper-targeted touchpoints and leveraging AI-powered insights, this module helps you build brand loyalty and establish lasting customer relationships in the equipment industry.

From driving innovative marketing campaigns to optimizing sales strategies, A365 supports your team in delivering tailored experiences that resonate with equipment buyers and operators. With tools to manage leads, enhance communication, and streamline the sales journey, A365 ensures smooth operations and exceptional results at every stage—from the initial inquiry to the final handover of machinery.

Built on the powerful foundations of **Microsoft Dynamics 365**, **Azure**, **Power Platform**, **Copilot**, and **Dataverse**, A365 offers seamless integration, advanced security, and intuitive features. Its AI-driven capabilities, combined with Annata's deep expertise in the equipment industry, empower businesses to align their sales efforts with the evolving demands of customers across sectors like construction, agriculture, and material handling.

What sets A365 apart is its ability to enhance engagement and foster loyalty while driving efficiency. By empowering your team to connect more effectively with customers, A365 transforms sales management into a strategic growth engine—delivering value that lasts far beyond the transaction and helping your equipment business thrive.

01	02	03	04
Customize and configure the upselling of additional accessories	Identify service and finance packages to boost revenue	Improve customer retention, secure loyalty, and increase profit	Simplify catalog encompassing various makes, models, and configurations

A365 Sales Capabilities

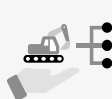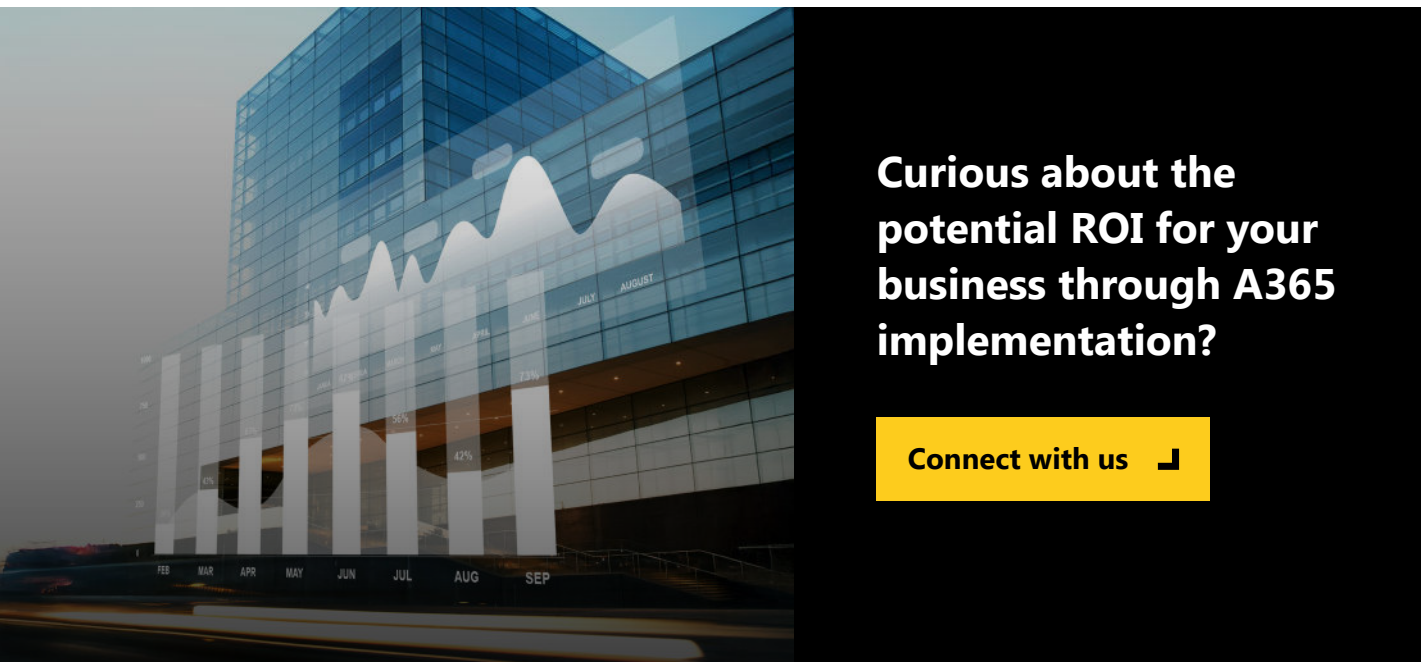|				
Sales management	Warranty management	Sales pricing management	Demo & loan machines	Used equipment sales
Trade-ins/multiple trading cycles	Equipment configuration options	Pre-Delivery Inspection (PDI) & commissioning	Insurance & finance contracts	Contracts & projects management

Experience a significant
ROI with A365

After implementing A365, our customers have enjoyed streamlined efficiency through automation, optimized workflows, and insightful analytics, facilitating informed decisions. This transformation has significantly positively impacted their financial performance.

Example

> **$2.5B** - Existing generated revenues

> **3,500** - Existing Full-Time Employee (FTE) workforce

> **8-9x** - Projected ROI

> **1 year** - Projected payback period

> **$8M to $10M** - Projected total annual net impact

Curious about the potential ROI for your business through A365 implementation?

Connect with us ⌐

Disclaimer: The projected ROI and financial impact figures provided are based on preliminary assessments and estimates for illustrative purposes only. Actual results may vary and are subject to various factors such as market conditions, business strategies, implementation timelines, and other variables.

A365 Sales
Key Features

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01 Comprehensive Sales Management

Sales Lifecycle Integration: Manage the entire sales lifecycle, from lead generation to deal closure and post-sale support.

Quotation Management: Create, customize, and track quotations for accurate and professional proposals.

Trade-In Management: Automate trade-in evaluations, calculate depreciation, and manage multi-cycle trading.

02 Pricing and Financial Flexibility

Sales Pricing Management: Optimize pricing strategies, discounts, and promotions to remain competitive.

Contract Pricing and Discount Management: Ensure transparent and competitive pricing for long-term contracts.

Integrated Financial Processes: Seamlessly connect sales with finance for real-time insights into deal profitability and cash flow.

03 Advanced Customer Relationship Tools

Customer Engagement Insights: Use data to help analyze customer behavior, preferences, and past interactions.

Customer Data Segmentation: Organize customers by demographics, purchasing patterns, and equipment preferences for targeted marketing.

Activity Tracking and Timelines: Maintain a comprehensive record of customer interactions for seamless follow-ups.

04 Inventory and Resource Management

Real-Time Inventory Visibility: Access live updates on available stock across multiple locations for better sales fulfillment.

Resource Allocation for Projects: Allocate equipment and personnel effectively to optimize sales operations.

Accessories and Attachments Bundling: Offer bundled sales for accessories, enhancing customer satisfaction and deal profitability.

05 Enhanced Sales Execution

Equipment Configuration Options: Provide customizable options to meet specific customer requirements.

Test Drive and Demo Equipment Management: Schedule and track demo equipment for customers to evaluate options.

06 Post-Sale Services and Loyalty Building

Warranty and Service Agreement Management: Track warranties and offer tailored service contracts to boost after-sales revenue.

Customer Feedback Integration: Use customer surveys to refine products and services, building loyalty and trust.

07 Analytics and Decision Support

Project Progress Tracking: Monitor and report on contract or project progress to ensure alignment with sales goals.

Service History Insights: Leverage past service data to identify upselling opportunities.

08 Scalability and Flexibility

Multi-Site and Multi-Model Support: Manage diverse equipment from multiple manufacturers in one unified system.

Customizable Sales Workflows: Tailor the sales process to fit business needs while ensuring compliance with industry standards.

A365 Sales
Benefits

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01	**Streamlined Sales Processes**	Automate repetitive tasks, freeing up sales teams to focus on customer engagement.
02	**Increased Revenue Potential**	Leverage upselling tools and bundled offerings to maximize deal profitability.
03	**Enhanced Customer Satisfaction**	Provide tailored solutions and transparent communication at every step.
04	**Real-Time Insights**	Use analytics to make data-driven decisions and optimize sales strategies.
05	**Scalability**	Support growth with tools designed to handle complex workflows and high transaction volumes.
06	**Smarter Decisions with AI and Microsoft Copilot**	Enables smarter sales strategies with predictive analytics, near real-time insights, and automated workflows, empowering teams to drive sales growth efficiently.

Discover the A365 Digital Experience Center: Your business transformation starts here

Explore | Learn | Transform

In the A365 Digital Experience Center, you'll get an exclusive, interactive demo to see how A365's game-changing functionalities can simplify your operations and drive real business results.

Visit A365 Digital Experience Center
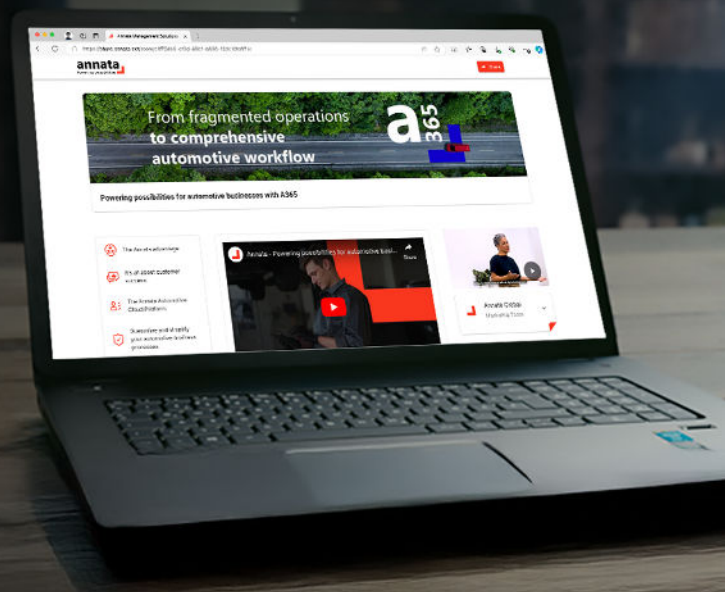
Power your possibilities
with full digitalization

Ready to scrap those legacy systems and say hello to a cloud solution that never grows old? At Annata, we bring modern business applications to the automotive, trucks & buses, and equipment industries, helping businesses meet current challenges and seize new market opportunities.

See how A365 can help your business stay agile, compliant, and ahead of the competition. Reach out to us at **marketing@annata.net.**

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