

Module overview | Sales

# Power new possibilities for your trucks & buses business with A365 Sales



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**annata**  
Powering possibilities



# Sales challenges faced by trucks & buses businesses



Lead  
management



Price & discount  
management



Forecasting &  
inventory



Pre-delivery  
& trade-in  
inspections



Order  
processing



Test-drive  
management



Customization



# Redefining Sales Excellence for Trucks & Buses Businesses with A365

Designed to take your business to the next level, 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 create lasting customer relationships.

From driving new marketing campaigns to crafting better sales strategies, A365 supports your team in delivering tailored experiences that resonate with customers. With tools to manage leads, enhance communication, and streamline the sales journey, the module ensures smooth operations and optimal results at every stage.

Built on the powerful foundations of **Microsoft Dynamics 365**, **Azure**, **Power Platform**, **Copilot**, and **Dataverse**, A365 offers seamless integration, state-of-the-art security, and intuitive features. Its AI-driven capabilities, combined with Annata's deep industry expertise, empower businesses to align their sales efforts with evolving customer needs.

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 engine for growth—delivering value that lasts far beyond the transaction.

01

Tailor and configure upselling opportunities

02

Discover profitable service and finance packages

03

Elevate customer retention and dealership profitability

04

Optimize communication for enhanced customer interactions

## A365 Sales Capabilities



Inventory management



Warranty management



OEM integration



Configuration management



Trade-ins/multiple trading cycles



Quoting & pricing



Pre-delivery inspection (PDI) & commissioning



Lead tracking & conversion



Insurance & finance contracts



Customer relationship management (CRM)

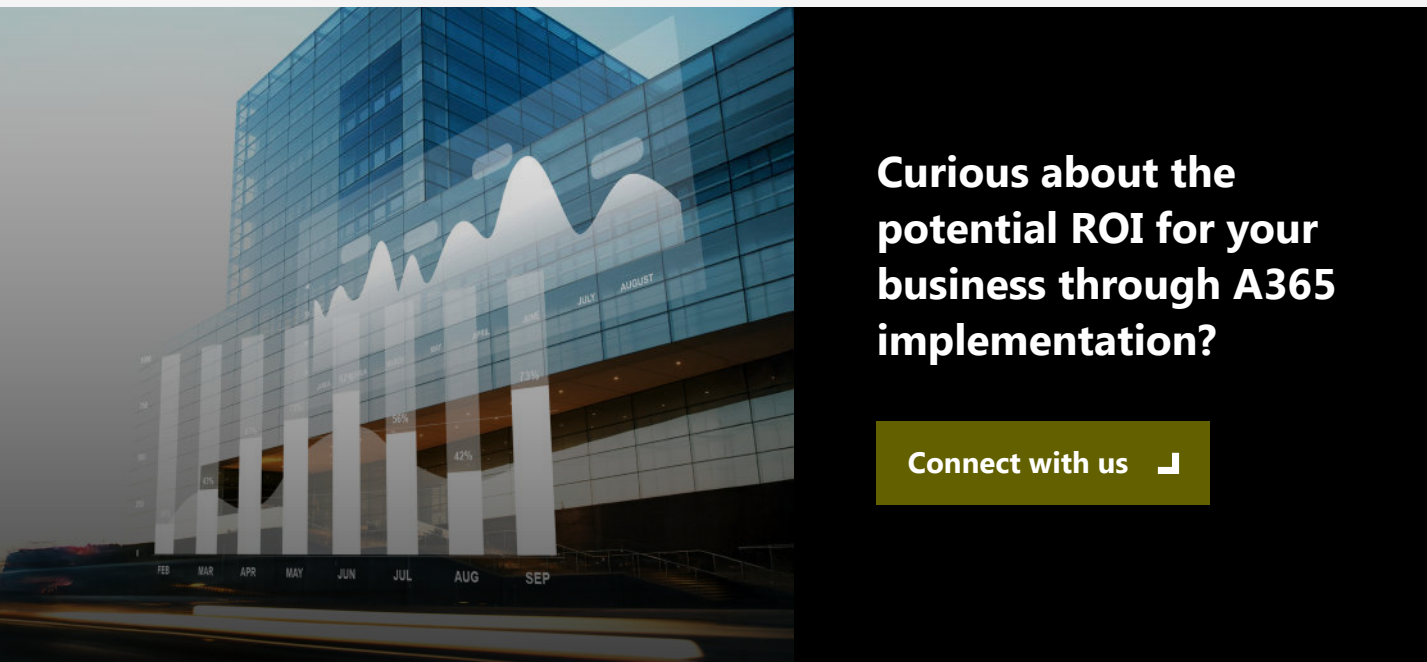


# Experience a significant **ROI with A365**

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



**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



01

## Comprehensive Sales Management

**End-to-End Sales Process Integration:** Manage every stage, from lead generation to post-sale activities, ensuring seamless workflows.

**Quotation Management:** Quickly create and customize quotations, tailored to the needs of fleet and individual buyers.

**Trade-In Management:** Automate trade-in evaluations, streamline multi-cycle transactions, and track resale values.

03

## Inventory and Resource Management

**Real-Time Inventory Visibility:** Ensure that sales teams always have up-to-date information on vehicle availability across locations.

**Predict Fleet Renewal Needs:** Use data to analyze and anticipate customer fleet upgrade requirements for proactive engagement.

**Accessories and Attachments Bundling:** Offer additional products to enhance customer satisfaction and deal profitability.

05

## Test Drive and Demo Vehicle Management

**Test Drive Scheduling:** Automate the scheduling and tracking of test drives to improve conversion rates.

**Demo and Loan Vehicles:** Manage vehicle availability for customer trials, providing hands-on experience with products.

07

## Analytics and Decision Support

**Sales Performance Analytics:** Use data insights to track sales performance, identify opportunities, and optimize strategies.

**Reporting and Marketing Insights:** Monitor campaign results and refine marketing efforts to increase engagement.

**Predictive Analytics:** Use data to help anticipate customer buying cycles and fleet renewal needs to target high-value opportunities.

02

## Advanced Customization and Pricing Tools

**Sales Pricing Management:** Maintain accurate pricing for new, used, and customized vehicles, while offering competitive discounts.

**Custom Vehicle Configuration:** Enable customers to tailor vehicles to their specific needs with engineering-to-order options.

04

## Enhanced Customer Engagement

**Activity Tracking and Communication:** Use a timeline to track all customer interactions, ensuring consistent follow-ups.

**Streamlined Lead Management with AI:** Improve and enhance lead tracking by automating data analysis and prioritizing high-conversion opportunities, helping sales teams focus their efforts where it matters most.

06

## Post-Sale Services

**Service Agreement Sales:** Offer comprehensive maintenance packages to build long-term relationships.

**Warranty Sales and Management:** Track warranties to ensure customer confidence and retention.

08

## Scalability and Flexibility

**Multi-Brand and Multi-Site Support:** Manage diverse product lines and locations from a unified platform.

**Customizable Workflows and Approvals:** Adapt workflows to align with unique business needs and strategic goals.

**Integrated Finance and Insurance Options:** Simplify financial processes with real-time financing and insurance integrations.

# A365 Sales Benefits



## 01 Streamlined Processes

Automate repetitive tasks, enabling teams to focus on building customer relationships.

## 02 Enhanced Profitability

Offer bundled solutions, competitive pricing, and trade-in programs to maximize revenue.

## 03 Improved Customer Satisfaction

Provide personalized and efficient services from initial inquiry to post-sale support.

## 04 Real-Time Insights

Empower decision-making with data-driven strategies and performance metrics.

## 05 Scalable Solutions

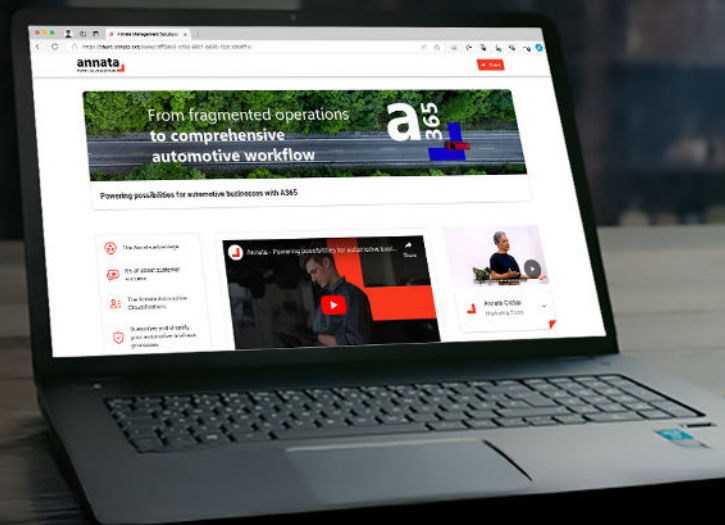
Support business growth with tools designed for large-scale, multi-site operations.

## 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](mailto:marketing@annata.net).



For more information, visit us at [annata.net](https://annata.net)

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