



DISTRIBUTOR MOVES INVENTORY AND CONVERTS LOST QUOTES WITH TIMELY, SPECIFIC, PRIORITIZED ACTIONS FOR SALES

CASE STUDY





HOW DISTRIBUTION DYNAMICS PRESENT CHALLENGES FOR SALES TEAMS

There are quite a few challenges that distributors face, the biggest of which is the sheer complexity their sales teams face with regards to the number of SKUs and customers to serve. This is acute for distributors selling items based on custom configurations or specifications. When inventory is sourced and not sold, identifying which customers may be a good fit to resell those custom items is both challenging and an outstanding inventory expense on the balance sheet. Most distributors rely on manual processes such as spreadsheets or exports from business intelligence tools and email excess inventory reports out to sales reps. Yet, the time-intensive task is typically ignored by sales reps who don't find the information useful or actionable. On top of that, many distributors operate in a high-quote volume environment, and often lack visibility into which quotes have yet to convert.

DISTRIBUTOR SOUGHT TO EMPOWER SALES AND MOVE INVENTORY

This case study features a distributor that offers a variety of industrial products to several key markets, including automotive, electrical and medical industries. Sales leaders sought to increase efficiency as they were losing substantial operational time internally due to reliance on manual processes, including the use of spreadsheets, in sales initiatives. At current state, the process of generating reports for sales was a time-intensive task. The sales analyst would spend many hours each week generating massive spreadsheets as to where growth opportunities existed across all customers and products. Next, the report would be emailed to sales reps, asking them to parse through the information and find opportunities for their specific customers, take action, and report back. With such an arduous process, by the time the process was in motion, the information had grown stale.

Recognizing the need for a more effective means to deliver specific actions that would grow wallet-share, retain business and win-back purchase volume, company leaders began exploring a more automated, AI-driven approach that had the capability to leverage their massive data sets and produce actionable insights. The company's sales leadership also was keen to find a means to help sales follow-up on unconverted quotes. There were instances of customers requesting a high number of quotes, but they ultimately did not purchase the quoted products from the company. After the quote failed to convert, there was no mechanism to flag the quotes for sales and give them an opportunity to reach out to the customer, identify the reason for the loss, and win the business on the next order. They needed a smarter way to use valuable quote data to win back business.

The distributor was also running into an issue with customer-specific inventory. At times, a customer would commit to buying a certain volume of inventory that was designed to its unique specifications, but did not always meet that commitment. These instances increased substantially during the pandemic and led to excess inventory, which sat in a warehouse and cost the company money. Sales leadership sought a way to move these customer-specific products and reduce future excess inventory.

ENTER ZILLIANT CAMPAIGN MANAGER AND SALES IQ

Executives at this distributor engaged Zilliant to tackle these challenges. The company deployed Zilliant **Sales IQ™**, which uses advanced data science to reveal account-specific, revenue-driving sales growth opportunities. This distributor was particularly focused on using Sales IQ™ growth actions (to identify what customers should be buying based on how they align to ideal customer profiles in the business), recovery actions (to identify customers showing early signs of defection on one or more product categories) and win-back actions (to compare recent spend versus peak year spend to reveal recapturable, lost revenue). **Zilliant Campaign Manager™** adds substantial value to the insights generated by Sales IQ™ by providing the ability to filter, scope and publish the account-specific insights directly to sales reps based on the thresholds, criteria and priority set by sales leadership. Together, these solutions solve the scale and inefficiency issues of manual processes, replacing the entire process of generating and emailing sales spreadsheets.

ACTIONABLE INSIGHTS TO SALES INCREASES EFFICIENCY & MOVES EXCESS INVENTORY QUICKLY

Once in place, the distributor also sought to use the solutions to solve the issue of excess customer-specific inventory. Sales IQ™ could easily identify potential customer matches for excess inventory within their existing customer base. Campaign Manager™ then took these insights and automated a sales campaign to generate actions as to specifically which customers were likely to purchase the items. The actions were delivered in the company's CRM to trigger a sales rep action, and, using a closed-loop tracking mechanism to measure incremental sales, seeing the financial impact of each campaign was straightforward.

CONVERTING LOST QUOTES & CLOSING MORE BUSINESS

Campaign Manager's ability to also generate custom actions for the sales team truly won over the distributor's sales leaders. Knowing there was a significant opportunity to win back lost quotes, they were able to easily upload unconverted quotes in the form of custom actions in Campaign Manager, then publish the account-specific actions for the sales team to follow-up.

Campaign Manager™ makes it easy to scope and publish customer-specific actions from any Zilliant application - including Sales IQ™, **Price IQ®**, **Price Manager™**, **Cart IQ™** - or upload user-defined custom actions.

TRANSFORMATIVE SOLUTIONS POWER MORE EFFICIENT AND PRODUCTIVE SALES ACTIONS

Sales IQ™ and Campaign Manager™ eliminated burdensome and time-consuming manual processes that weren't enabling the sales team, operationally transforming the business. Instead of stagnant reports and spreadsheets, the sales team now enjoys account-specific insights that are highly likely to result in a win. Today, seamlessly integrated into CRM, sales reps can see the top recovery, win-back, growth, excess inventory and lost quote actions that require their immediate attention, served up in a prioritized and focused manner. Sales analysts can now focus on strategy instead of reporting, and sales managers have a better tool to coach from, thanks to the closed-loop tracking which reveals sales rep behavior with respect to whether they are pursuing, dismissing, and winning business from the customer insights.

By embracing the power of Sales IQ™ and Campaign Manager™, this distributor transformed a previously-cumbersome, manual process, to empower sales reps and increase revenue.

For more information about how Zilliant helps distributors power intelligent commerce for sales, please watch our [Sales Growth Solutions overview video](#).