



MAKING AFTERMARKET SALES A HABIT

We are dedicating this monthly newsletter to sharing information with you about how your organization can make Aftermarket Sales "a Habit"

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Monthly Tip

Use Entytlement Automation To Grow Aftermarket Sales

Over the past few months, we've shared our thoughts regarding the potential of your installed base, the gap that exists between this value and realized revenue (your Entitlement Gap) and how following the **3 Ps – Predictive, Proactive, Preemptive** – can help close this gap. In this edition, we will tell you how Entytlement Automation™ can help you achieve this cost-effectively.



Measuring your Entitlement Gap is a tedious, painstaking and expensive process. Most current methodologies used to identify the Entitlement Gap require significant time, data analysis and human capital, resulting in a low ROI. Current approaches range from “dialing for dollars” (outbound sales team calls every customer) to building proprietary consumption rate analyses (requires detailed reliability studies and data from vendors) to investing in a sophisticated in-house installed base analyzer system (done primarily in very large companies). All of these methods are time and labor intensive, and not scalable in most cases, making them expensive propositions.

We’ve interviewed Aftermarket leaders at over 100 B2B manufacturers, and most of them have professed to being reactive when selling to their existing customers. The low ROI of identifying Aftermarket opportunities means most organizations wait for their customers to call them for parts, consumables or service. The real cost of this is not just lost revenue, but potentially dissatisfied customers due to unexpected downtime or service interruptions. Best-in-class companies recognize the need to be proactive in order to increase aftermarket revenue and customer satisfaction.

Entitlement Automation™ eliminates the time, cost and pain associated with identifying your Entitlement Gap and making it actionable. The solution is built using predictive analytics and

machine learning models that analyze ***your*** proprietary data (directly from your systems) to identify ***when*** to call your customer, for ***what*** part/service and ***why*** now. Entytlement Automation™ is scalable across product lines, geographies and industries, and easy to deploy since the output is embedded directly into existing systems. Implementation is complete in weeks (not months or years) and on average, payback is achieved in a matter of weeks, yielding a high ROI.

TIP

Use Entytlement Automation™ To Grow Aftermarket Sales

Entytle customers are experiencing substantial aftermarket growth using Entytlement Automation™. Let us show you how it can do the same for you. Contact us at info@entytle.com or visit us at www.entytle.com.

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