



# THE 3 P'S OF BEST-IN-CLASS AFTERMARKET ORGANIZATIONS

## Proactive:



Industry leaders advance their Aftermarket process from reactive to proactive. Rather than follow the traditional method of having inside sales teams wait for calls or use very basic approaches such as installation lists to reach out to customers, top tier Aftermarket organizations consistently initiate targeted contact with their

the backbone of every business, and ensuring they're successful is enhanced by proactive outreach.

**Best-In-Class Aftermarket companies are proactive; they don't wait for the customer to contact them.**

**Predictive:**



In the age of information and data, Aftermarket industry leaders leverage technology to gain a powerful competitive advantage. They understand information is power and timing is everything – reach out too soon, the customer is turned off; too late, the customer went elsewhere; but just the right time and the customer is appreciative, repurchases, and the relationship is strengthened. Using data to predict which customers will benefit from outreach helps organizations become more efficient in their proactive outreach.

**Best-In-Class Aftermarket companies are predictive; they know who to call, when to call and what to sell.**

**Preemptive:**

Implementing proactive and predictive approaches to customers service issues



leads to a seldom acknowledged benefit - pre-empting service outages or breakdowns. Ensuring uptime contributes to customer profitability, satisfaction and safer working environments.

Manufacturers that transition to this framework of service delivery are winners in every industry.

**Best-In-Class Aftermarket companies are preemptive; their customers experience a significant reduction in downtime.**

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Become a Best-In-Class Aftermarket organization.  
Email us at [info@entytle.com](mailto:info@entytle.com) to learn how.



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