

BE OPEN
BE INSPIRED
CREATE
TOGETHER

Software sales 4.0

Content

As a provider of software for the digitalization of business processes, we operate exclusively in the B2B sector. In addition to ELO (ECM/DMS) and Cubeware (BI), our portfolio also includes ERP Microsoft Dynamics NAV and Business Central. We adapt these products for our customers according to their requirements. Our customer segment ranges from medium-sized to large companies in all industries, whereby we offer a specialized solution for companies in the food industry. Our target group within these companies are the decision makers (managing directors, purchasing managers, IT managers, managers of the departments in which our software is used), who may also have corresponding budgets at their disposal.

Problem

The question that arises for us is how should our sales process develop in the future? What opportunities does digitalization in sales offer us and should we set a good example here or are we perhaps overwhelming our customers with it? The entire sales process is relevant: from the initial contact to the signing of the contract, including the procurement of information by the customer, product presentations, events and much more.

Additional Information

We are open to everything. Ideas for individual customer touch points can be worked out with prototypes as well as holistic concepts throughout the entire process. We do not attach importance to detailed concepts, but to practically oriented approaches.

Needed Skills

We are happy about creative minds who transfer classic sales channels into the digital age without losing sight of the customer as a human being. To be able to help: General business knowledge, insights into marketing and sales processes (ideally in the B2B environment), understanding of processes and the topic of digitization in medium-sized companies, (web) programming.

About the seeker

Gerling Consulting GmbH has been designing and implementing IT solutions for mapping digital business processes for more than ten years.

Stadt Ulm

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