

WHITEPAPER

Virtual Salesroom

Increase sales performance with Virtual Reality



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Intro

The sales process in mechanical and plant engineering faces numerous challenges: from unemotional product presentations and long decision-making cycles to lost deals due to a lack of customer involvement.

Virtual Reality (VR) enables new opportunities in sales to overcome these challenges and increase your sales performance. [Find out more in this whitepaper.](#)



THAT wouldn't have happened with VR ...



Challenges in sales

Traditional sales of machinery and plants face several challenges that affect sales performance:

1. Exhausting product presentations without WOW effect

Conventional on-screen product presentations can be monotonous and unconvincing. The use of static planning sketches, images or presentation slides cannot enthuse the customer well enough and evoke the desired WOW effect.

2. Limited product comprehension by the customer

Customers often have difficulties understanding the technical details of the product entirely and can't imagine how it will actually work or how the final result will look like. This leads to scepticism and complicates the decision-making process.

3. Long decision cycles due to lack of involvement

Classic sales processes are often not able to allow customers to actively participate in the product development process. This leads to longer decision cycles, as customers cannot place direct comments on the model and thus their requirements cannot be optimally taken into consideration.



Advantages of the virtual salesroom

The virtual salesroom offers a number of improvements to enhance sales performance and create a more compelling customer experience:

Intuitive product comprehension of the customer

The virtual salesroom allows customers to experience the product intuitively. This enables potential customers to understand the features and benefits of a product better. A better comprehension also promotes trust in the product and increases the buying propensity.

Increased efficiency through shortened development cycles

The sales process is strongly influenced by emotions. Virtual reality affects emotions in a completely new way through the sensory experience. By allowing customers to experience your machines or plants immersively even before they are built, an emotional connection to the product arises. This significantly increases the probability of a sale.

Interactive presentations with WOW effect

With the virtual sales room, products can be presented interactively - even before they are in the manufacturing process. The customer is enthusiastic and this sales meeting will remain in memory. In the virtual showroom, the customer can experience the product in real size and actively shape it. Customers are able to playfully change the colour, the design or the size and interact with the sales team via gestures and audio. In VR, customer appointments are also possible remotely and at short notice.



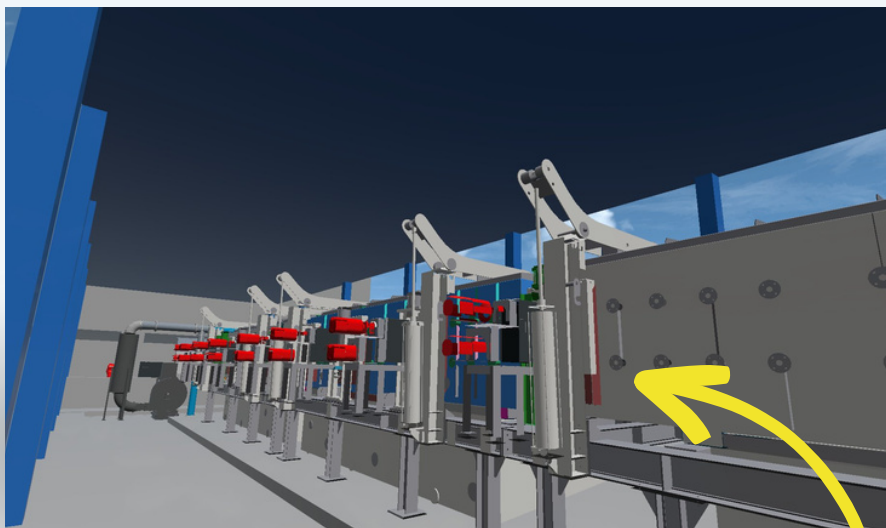
In the virtual salesroom, customer relationships are cultivated and products are within reach for the first time.

Image and video recording directly from VR

Individual photos and videos of products can be taken in the virtual sales room. In this way, customers are provided with individual project presentations and status updates in the sales process. In addition, many companies also use VR recordings specifically in marketing to present their project portfolio.

Virtual trainings & Sales trainings

Virtual reality is not only suitable for the sales process, but also for the education and training of your own sales team. Because with VR, your teams will also increase their product understanding and will be able to optimally prepare for customer appointments. Thus, especially complex and individual customer projects can be optimally accompanied in the sales department.



Result

Virtual salesrooms offer an innovative approach to increase sales performance and improve the customer experience. Interactive product presentations, an intuitive comprehension of the product and the emotionalisation of the customer are decisive factors that lead to shortened decision-making cycles and an increased closing rate. The use of VR in the sales process provides a competitive advantage, especially in mechanical and plant engineering, and also offers a special service for the customer.

Our recommendation

In order to use the advantages of Virtual Reality, companies should first define their needs of VR and their use cases. After that: find and test a suitable VR solution, select hardware and qualify your teams. Experiences with our clients has shown that expert support during the implementation of VR is an essential factor of success. That's why we recommend: Let us support you in your first steps into the virtual world!

** WeAre will be happy to be at your side during all of these steps **

Get your Expert Call!

You'll know more in just 10 minutes!

In an initial telephone conversation, we check your VR needs.

- ✓ **we identify your VR potential**
- ✓ **and check if WeAre Rooms is a match for your business**
- ✓ **100% non-binding**



*Arrange
your Call*



I'll be happy to advise you.

MARC PROBST

Customer Success Manager

About WeAre

WeAre is your strategic partner for the implementation of Virtual Reality in mechanical and plant engineering. We will accompany you all the way from the analysis of your needs to the roll-out of Virtual Reality and the long-term VR infrastructure in your company. With our VR software "WeAre Rooms" we enable complex machines and plants to be grasped by your project teams & customers and reduce planning errors before production. Other companies such as SMS group, Vorwerk and PIA Automation already discuss their CAD files by using WeAre Rooms and achieve cost savings of up to 100,000€ per project.



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