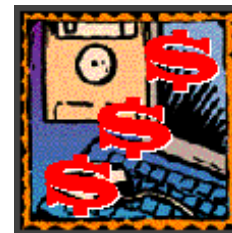*GE Lighting Europe*

Marketing& Sales

Purchasing/ Supplier

Logistics Management

Financial Services

EuroComm4

How to Improve Sales Force Effectiveness Through
AUTOMATION

And in Particular With A State of the Art
ELECTRONIC CATALOGUE

A flowchart showing market distribution channels:

- OEM ← Lamp Manufacturer
- OEM → Wholesalers, Contractors, Designers, End-Users
- Lamp Manufacturer → Wholesalers, Specialists, Retailers, Designers
- Wholesalers → Contractors, End-Users, Installers
- Specialists → Installers, Traditional Retailers
- Designers → End-Users, Contractors
- Installers → End-Users, Consumers
- Traditional Retailers → Consumers
- Retailers → Consumers

A complex environment ...

OEM	- Technical data / info	End-Users	- Design influence
	- Development partnership		- Cost advantage
	- Reliable OTR		- Features & benefits
Wholesalers	- Literature	Designers / Contractors	- Technical data / info
	- Argumentations		- Literature
	- Reliable / cost effective OTR		- Consulting data - base
			- End-user benefits

... with differentiated needs ...
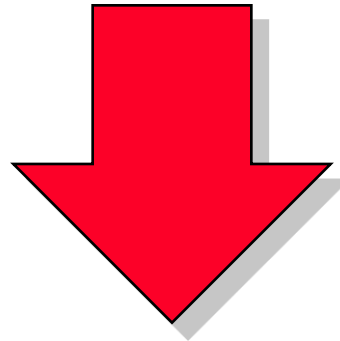
The Market

GE Lighting Europe

- 12 languages
- 15 currencies
- Different standards
- Different cultures
- Different habits

- 1500 OEMs
- 50,000 Designers / Contractors
- 50 - 100,000 Wholesalers
- 50,000 End-Users
- 600M Consumers

... and many players

The Market

GE Lighting Europe

- Complexity of market drives tendency to:

        - Customise

        - Re-invent things

        - Disperse resources (people, $, R&D)

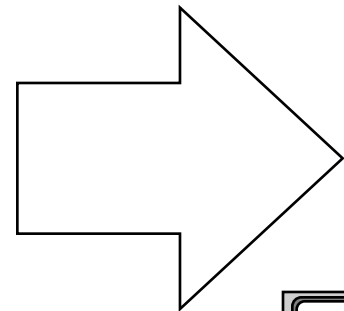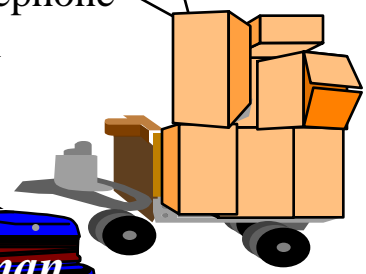- To remain competitive companies need to drive highest Productivity and Quality in everything they do

GE Lighting Europe

Road Book

Log Book

Canvas

Tools

- Telephone
- Fax

Semi-Isolated Salesman

- MS Office
- GE Corporate Tools
- Road Book
- KAM (Incl. Log Book)
- Canvas
- Map Top
- Branch Top
- Holos
- E-CAT
- Solicitation
- Price Lists/Disc
- Sell-out
- Sell-in
- War Room

Sales Force Automation

GEL

GE Commercial + Key Customers

One Integrated Face to Market

What we get:

- More focused activity
- Record of field activity
- More "touch" time
- Growth activity vs price
- Less loose links

= Higher Quality and Sales Productivity
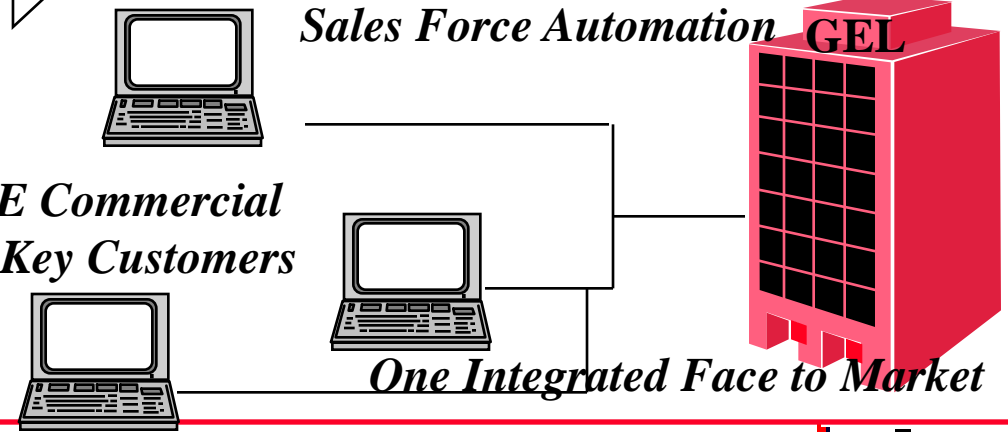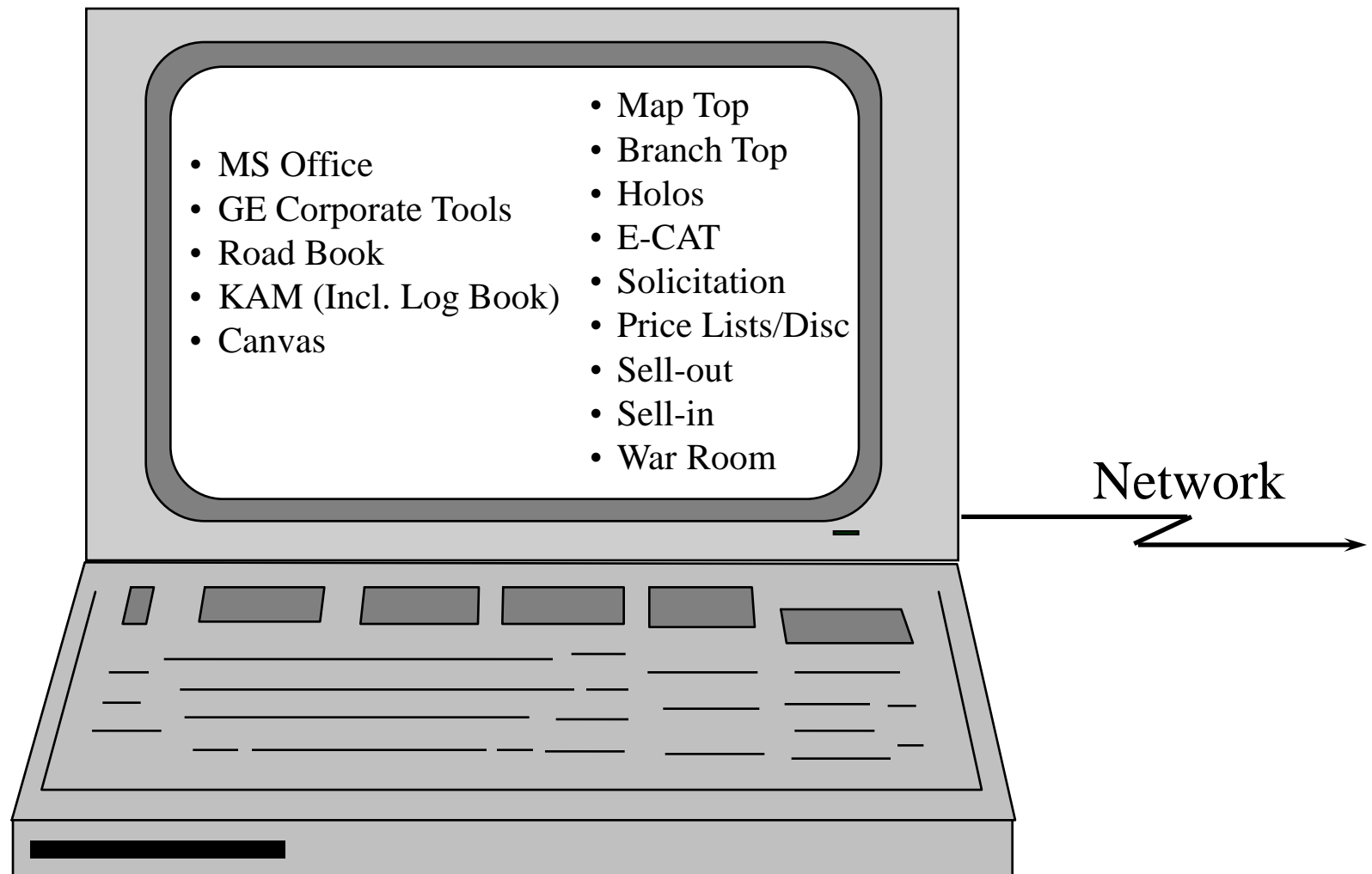
- MS Office
- GE Corporate Tools
- Road Book
- KAM (Incl. Log Book)
- Canvas

- Map Top
- Branch Top
- Holos
- E-CAT
- Solicitation
- Price Lists/Disc
- Sell-out
- Sell-in
- War Room

Network

The Sales Force Automation Tools

GE Lighting Europe

EXTERNAL   **INTERNAL**

Easier to order

                              Error Free Order Process
                              Faster Product Choice
            Productivity improvements & Order Processing Bureaucracy Reduction
                  Better Communication on Products / Prices / Infos
                              Cultural Change Tool

Shorter Time-to-Market

                                                            Real Time Updates

                              Self Training Tools

Touch Wider Base (incl. Specifiers)

                                          Drive Inhouse Discipline & Databases

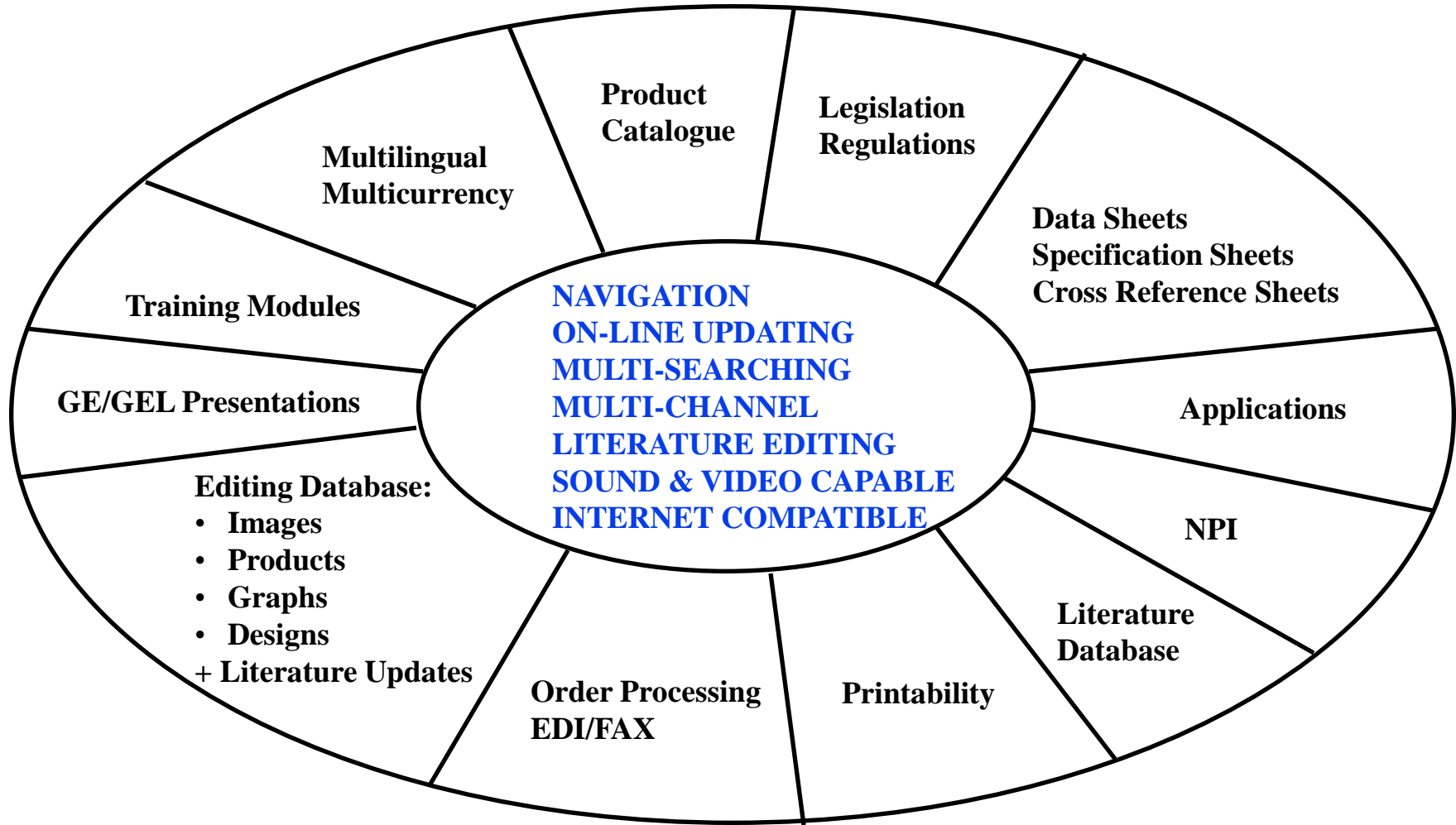Innovative Image

                                          Support GE's "One Face To Market"

                              Paper Elimination

Competition Already Started

Exposure and Credibility on the Market

E-Cat Initially Expected Benefits

Product
Catalogue

Legislation
Regulations

Multilingual
Multicurrency

Data Sheets
Specification Sheets
Cross Reference Sheets

Training Modules

NAVIGATION
ON-LINE UPDATING
MULTI-SEARCHING
MULTI-CHANNEL
LITERATURE EDITING
SOUND & VIDEO CAPABLE
INTERNET COMPATIBLE

GE/GEL Presentations

Applications

Editing Database:
• **Images**
• **Products**
• **Graphs**
• **Designs**
+ **Literature Updates**

NPI

Literature
Database

Order Processing
EDI/FAX

Printability

Electronic Catalogue

- Complex project - requires one leader from day one and careful planning with specific goals and regular reviews
- Output just as good as input - either material is there or development needs to be committed to
- Needs to fit with strategic vision - a nice simple electronic turn-page catalogue can be bought off the shelf for fewer $
- Continuosly test the catalogue before and during development - avoids expensive recalls/delays
- Don't roll it out externally before your internal team masters it - avoids several embarassments

Some Lessons Learned

Short term
- **April 96 - Launch & Test E-Cat at Hanover Fair**
- **May 96 - EDI integration**
- **June 96 - Complete translation to other key languages**
- **June 96 - Final test of on-line updatability**
- **July 96 - PB Builder Training**
- **May 96 - Roll-out to Downstream Marketing**
- **July 96 - Roll-out to Italian Sales Leaders**
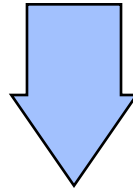
and by Year End
- **Roll-out to all European Sales Teams**
- **CD-ROM mailing to End-users and Specifiers**
- **Internet listing**
- **Develop Application based documents and search**

Through the development of the E-Cat GEIS can provide us with

- Applications
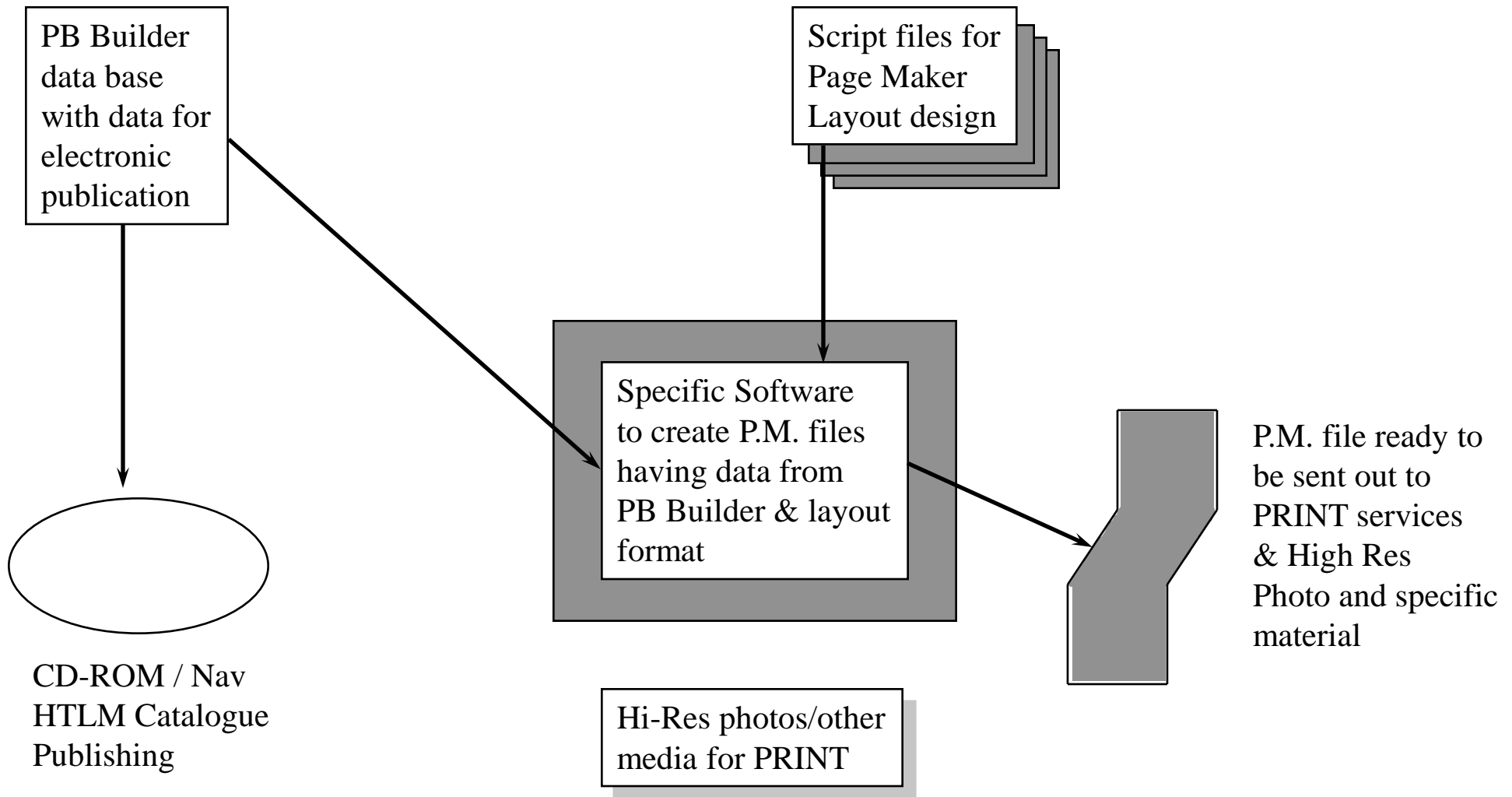- Network
- Action Consulting
- Project Management
- Implementation and Training
- Client Service

"One Stop Shopping"

PB Builder data base with data for electronic publication

Script files for Page Maker Layout design

Specific Software to create P.M. files having data from PB Builder & layout format

P.M. file ready to be sent out to PRINT services & High Res Photo and specific material

CD-ROM / Nav HTLM Catalogue Publishing

Hi-Res photos/other media for PRINT

Editing Capability

Instructions for Eurocomm presentation

- Stick slides 2 to 13 on four rows left to right on the board
- Cut off the title (slide #1) to stick it horizontally on top of the board
- Use slide #14 as a backup to discuss document/catalogue printsability out of the E-Cat database
- If presentation wins award, pitch slides quickly and spend time on catalogue demo and features.

GOOD LUCK !!!