HMB BUILDS A DIGITAL CATALOG FOR DISTRIBUTED SALES TEAMS

HMB replaces clunky paper presentations with an on-demand digital sales app

The Challenge:

The client's sales team was still using old fashioned three-ring binders to display products and feature sets. The sales team knew they needed a better way to display and send customers critical product information. This would allow their customers to make smarter, faster purchasing decisions.

To create this experience, the client needed a mobile application that:

- Supported a shopping-cart-like function that allowed sales representatives to bundle desired products and product materials for different presentations.
- Allowed users to easily create email drafts with desired materials for quick distribution to prospective clients.
- Utilized web services to track usage statistics of the application to improve design and usability.

The Client

A manufacturer of leading-edge precision measuring equipment looking to upgrade sales collateral to be mobile friendly.

The Solution:

Our client partnered with HMB to build a tablet-friendly native windows application for their distributed sales team. This application served as a digital catalog of their products, replacing the binders previously used on sales calls and visits to client sites.

The client's sales representatives could also use the app to build on-demand personalized sales collateral and presentations.

HMB constructed the app so the catalog could be easily modified. Our team also trained the client's users on how to properly manage the content within the app.

The Results:

Our customer's sales team was equipped with modern technology and empowered to improve their customer's experience by quickly and crisply presenting product information. Customers could also get product information sent to them in real time. Overall, the application was designed to help sales teams:

- Provide real-time product information for better decision making
- Improve communication between product and sales teams
- Reduce sales cycles
- Provide user and customer feedback to continue improving the customer experience