

EXPANDI 4.0

Sales Staffed

Deliverable D2.1 (D3),

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PLÁN [OBNOVY]

EDIH EXPANDI 4.0
Expanding Industry 4.0 in Slovakia

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Annual Report and Financial Report

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Author(s) and Contributor(s)	Artur Bobovnický, Martin Morháč
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EXECUTIVE SUMMARY

This deliverable provides an overview of the progress and/or completion of particular task No. 2.1, related to the staffing of the sales team.

EXPANDI has created the sales team as a result of vast commercial experience of the EXPANDI partners and knowledge of the market that is reluctant to use consultants due to its rather high costs. For unde capitalized SMEs this is a constant barrier to hire consultants. Therefore it requires additional effort to justify an onboarding of the clients.

EDIH EXPANDI 4.0 is referred to below as EDIH EXPANDI.

OVERVIEW OF THE PROCESS OF STAFFING THE SALES TEAM

During the initial months, the project has adhered to the planned schedule and timeline.

The partner responsible for Task 2.1 is SOVA Digital, a company with over 30 years of success in the market, focuses on the digitalization of industrial companies. Their main technology partner is Siemens, and the company employs 38 people.

As the Work Package (WP) leader, SOVA Digital initiated a reorganization of the sales staff and began hiring a new sales representative in September 2022. By the end of October, five sales representatives were assigned new tasks related to acquiring clients for EXPANDI 4.0, dedicating up to 0.1 FTE (10% of their effective working time) to this effort. Additionally, on November 1, a new sales representative was hired, dedicating 0.8 FTE (80% of their effective working time) to client acquisition.

In September and October 2022, the target markets (industrial/manufacturing SMEs, mid-caps, and public entities) were defined, and regional coverage was assigned to each sales representative.

Next steps: Starting in November 2022, the preparation of the sales staff began, focusing on the services provided within EXPANDI 4.0 by various project partners. The SOVA sales team consists of seven employees, with three assigned to tasks for EXPANDI and two additional members added to the team. One person left in 2023.

The individuals responsible for executing these tasks are:

Sales Director – Martin Morháč

Two Direct Sales Representatives – Mr. Oskár Bomba and Mr. Richard Janáč

Indirect Sales Representative – Viktória Mitánová

Administrative Tasks – Mc. Lucia Benkovská

WORK PACKAGE 2: CLIENT ACQUISITION

Task No.	Task name	Description of the work performed
T2.1	Appointment of sales staff; preparation of sales and training documents for sales	Our unique approach to achieving performance targets is grounded in the extensive experience of our partners in the business. We recognize that client acquisition is of utmost importance and cannot be substituted by communication alone . Therefore, we have chosen experienced consultants, who bring a wealth of expertise in the field.

		<p>To ensure their effectiveness, we trained them through several workshops covering topics such as EDIH, state aid, and the services we provide. These consultants have actively participated in the preparation of sales materials, leveraging their knowledge to create compelling and informative content.</p> <p>Their involvement has been instrumental in our strategy, as they bring a hands-on approach to client acquisition. By combining their field experience with targeted training, we have equipped them to effectively communicate the value of our services and engage potential clients directly. This approach has allowed us to build stronger relationships with our target audience and achieve our performance goals more efficiently.</p>
T2.2	Regular reporting on sales; Sales pipeline; Sales feedback loop	<p>Sales representatives regularly report the current sales status. The status of the orders is recorded in a shared, secure folder. They communicate based on the created database and through marketing activities and sent promotional emails. Feedback from sales/implementation is recorded through questionnaires—customer satisfaction surveys.</p>

SUMMARY

This report summarizes Deliverable 2.1 (No D3) in WP2, Task 2.1, which involves staffing the sales team. The status of this deliverable is **IMPLEMENTED**.

The sales areas for acquiring small and medium-sized manufacturing enterprises (SMEs) and personal assignments have been defined.

Two experienced sales representatives from the SOVA sales team were selected. Their scope of work includes direct sales to identified SMEs and mid-cap companies, as well as visiting companies that have applied for EXPANDI services via our web application form.

One junior salesperson is responsible for indirect sales.

An administrative position is tasked with processing activities and results. The entire team reports to the company's Sales Director.

History of changes

Date	Ver.	Author(s)	Change description
16.12.2024	1.0	Artur Bobovnický	Document creation
17.12.2024	1.1	Martin Morháč	Narratives prepared
18.12.2024	1.2	Artur Bobovnický	Final text and submission