



Top Factors Driving Sales Transformation

Industry: Specialty & Heavy Vehicles

For heavy vehicle manufacturers, the selling landscape is quickly changing. Customers are more demanding than ever before, forcing companies to change how they view the typical selling journey. These manufacturers will need to find new ways to address these demands while also addressing a fragile supply chain, and sustainability initiatives on the horizon. Let's look at these challenges and possible solutions.

We asked our team what the challenges and opportunities heavy vehicle manufacturers are facing as they attempt to transform their operations and how Configure, Price, Quote (CPQ) can address these challenges.

01

Why do specialty and heavy vehicle manufacturers struggle with slow, error-prone selling?

- Customer demands that are increasingly custom.
- Labor intensive quoting with multiple stakeholders involved.
- Silos between their sales, engineering and supply chain teams that further slow the quoting process.
- Only highly trained, experienced salespeople can produce a quote.
- Information is spread out in your business-critical systems forcing your team to collect data through slow and manual processes.
- Vehicle standards and safety measures vary from country to country.

Opportunity: Delivering 100% Accurate Quotes

- Remove errors by creating a company-wide shared product definition.
- Improve customer experience, efficiency, and speed with accurate quotes.
- Translate customer needs into valid and buildable technical solutions.
- Generate millions of valid and profitable product variants.
- Ramp up the newest sales staff with guided selling, need-based configuration, and real-time visualization.

Annual Impact working with Tacton CPQ:



Don't just take our word for it, check out some of our happy customers and analyst reviews!

- Tacton Named a "Leader" in the 2022 [Gartner® Magic Quadrant™](#) for Configure, Price and Quote Application Suites.
- [MAN Truck & Bus](#)
- [VAK Oy](#)
- [Kramp](#)

02

How has supply chain disruption created challenges for today's manufacturers?

- Highlighted by the COVID-19 Pandemic, fragile supply chains have made sourcing materials difficult.
- Lead time has been impacted by supply chain predictability, resource scarcity and staff availability.
- A recent survey of 200 manufacturers showed that 64% of respondents will invest into their supply chain in 2023.

Opportunity: Accurately predict lead time, and optimize based on customer needs.

- Reduce risk by creating predictable lead time for prospects.
- By leveraging CPQ it's possible to use the latest data about your supply chain to understand where orders are, inventory and more to meet your customers' deadlines.
- Swap parts on orders based on the products availability for your customer.
- Set realistic expectations based on product availability to help your customers make informed decisions.

03

How are sustainability regulations affecting specialty and heavy vehicle manufacturers?

- Sustainability transparency is becoming necessary due to legislation and customer demand.

Opportunity: Creating transparent reporting to share with customers.

- Enable anyone to configure the optimal solution based on sustainability product requirements.
- Integrate with LCA tools to better understand the footprint your products leave behind.
- Report data back to customers, regulators and shareholders.

What's next?

Let's discuss your business and how Tacton can help create a fast and flawless selling process!

[Let's talk!](#)



Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's Configure Price Quote software is named a Leader by Gartner in the Magic Quadrant for CPQ Application Suites and is recognized for its advanced product configuration and visualization capabilities.

Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and CAD Design Automation. Since 1998, Tacton is trusted by global customers such as ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo.

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