

CASE NESPRESSO PROFESSIONAL

Supporting Nespresso's move into the future of B2B sales, using state-of-the-art technology to capture the imagination of buyers. The result? **More and higher volume deals in +30 markets globally.** Discover how Nespresso did it.

THE CHALLENGE

To deliver a **digital sales experience** that resembles the unique and stylish environment of a Nespresso Boutique, keeping the integrity of the iconic **brand consistent**, and allowing for a content blend of both **global and local** flavours to **make the buying process as friction-less as possible**.

TRANSLATING NESPRESSO'S
PREMIUM EXPERIENCE
INTO B2B SALES

THE SOLUTION

ELEVATING THE BUYER EXPERIENCE IN EVERY STEP
OF THE **SALES PIPELINE** TO ACCELERATE DEALS

01. PRESENTATION

Nespresso Professionals make every first meeting a memorable one by showing their coffee range and machines ecosystem in premium fashion. **Dynamic and interactive views** allow for seamless navigation through solutions, offering a clear understanding of the value proposition.

Master stories



A real-time **coffee Life Cycle Assessment** is presented to sustainability-conscious prospects to quantify the impact of Nespresso's AAA recycling program, using only the prospect's estimated monthly coffee consumption as input.

LCA Calculator



SEEING IS BELIEVING

The **Augmented Reality** app carries sales momentum into the next stage by confirming a proposed machine fits perfectly in the buyer's environment. It helps to **imagine the solution** clearly, creating more excitement to buy now.



Best Offer by Nespresso Professional

2. PROPOSING

Nespresso adopts **"consultative selling"** when recommending the best contract option based on a clear picture of **"value for money"**, helping to spike sales for Subscription models. This conversational tool involves Nespresso clients in **co-creating** an offer that perfectly fits their needs, thereby increasing chances of success.

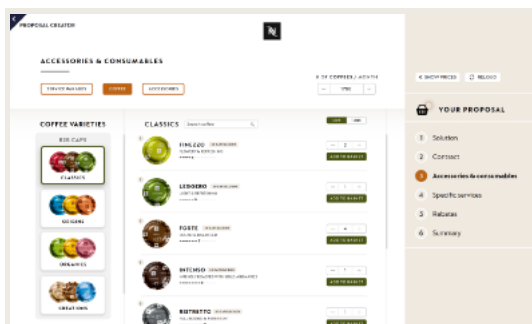
➤ **18% increase in Subscription contracts signed**

3. NEGOTIATING

What if HORECA prospects find Nespresso too expensive? This is a frequent challenge Nespresso tackles by entering the **TCO tool**. By showing the total cost behind 1 cup of coffee and the extra margins to be earned, the tool calculates the potential revenue increase in 3 years, offering a more holistic view on the **"Future Value of Nespresso Coffee"**.



TCO Tool



Proposal Creator

4. CLOSING

Nespresso discovered that one of their biggest sales **productivity losses** was custom offer creation. Aiming to streamline this process and create a consistent buyer experience on a global level, they launched the **Live Proposal Creator**. This tool allows the sales force to quickly navigate through their product catalogue and co-create personalized proposals on the spot, helping to **close deals efficiently and effectively**.

AN ALL-IN-ONE SALES ENABLEMENT PLATFORM

How does all the above co-exist in an organised manner? For the last 7 years, Nespresso marketing & sales professionals use Audience Advantage as their global Sales Enablement Platform.



INCREASE
PRODUCTIVITY



DRIVE VALUE
SELLING



BUILD PERSONALIZED
PARTNERSHIPS



The Audience Advantage Platform enables Nespresso...

- **Marketeers** to upload, organize, distribute, and update sales content.
- **Sellers** to access, present, share, and track content from 1 location.

Top 50% of Audience Advantage users
have **13,9%** more activity-deal movements in the CRM on average.

TESTIMONIAL

"In our business environment, it is crucial that we stand out from the crowd. Audience Advantage delivers exactly the right content to enable our sales force to make the difference. The way Audience Advantage visualises meaningful insights to interact with prospects make it an asset to any sales team."

Alexander H. — B2B Commercial Expert



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