



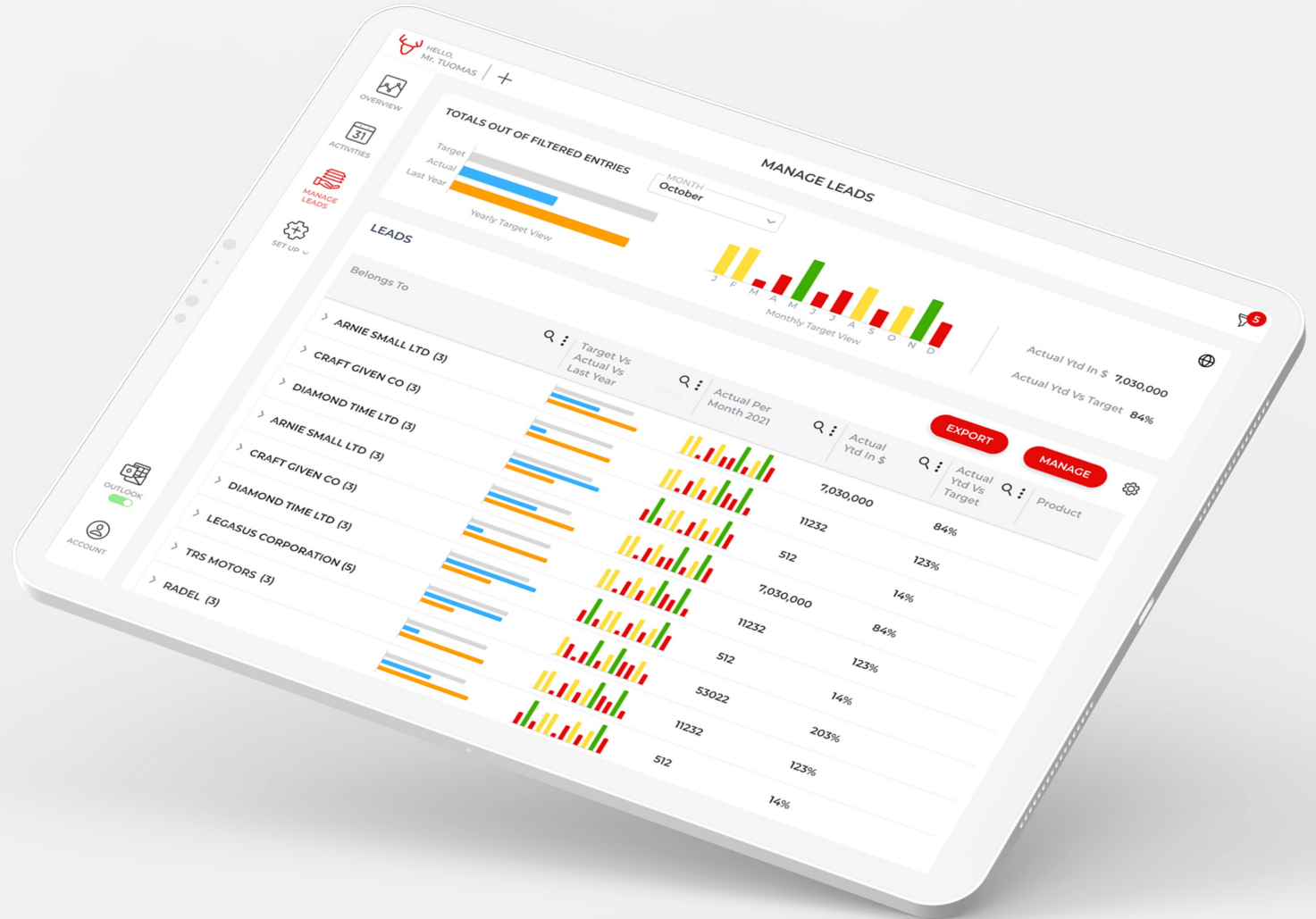
THE RUDOLF

ONE VIEW, WHOLE PICTURE

THE RUDOLF PRESENTATION

HOW TO MANAGE BETTER
YOUR SALES CHANNELS

APRIL 2024





The Rudolf App transforms
challenges of managing sales channels
into possibilities.

See and share all the information with your partners and don't miss anything:
where the sales and actions are happening,
what has been done and
what should happen next.



WHAT DO YOU WANT TO ACCOMPLISH?



VISUALIZE BETTER ACTIONS
IN SALES CHANNELS?



OPTIMIZE YOUR DECISION
MAKING?



GAIN DEEPER INSIGHT ON
ACTIONS IN THE CHANNEL?



INCREASE EFFICIENCY OF
YOUR SALES CHANNELS?



INSTANT VISUALIZATION OF YOUR ACTIONS

HELLO Ms. SUPERADMIN | **OVERVIEW OF PL TRANSPORT & BTP**

PERSONAL TARGET | USER: Morgane Boulot

Sales reached in 2024: 32% | Target: €400,000.00 | YTD: €127,999.00

SALES TARGET | MONTH: March

Sales reached in 2024: 80% | Sales reached in 2023: 0%

Target: 50000€ | Actual: 40000€ | Last year: [unlabeled]

UPCOMING TASKS

- 11 Meetings
- 6 To call
- 2 To do

Tomorrow, 15 March 2024

- 11:00 End Customer 5 / Dealer Sales

21 March 2024

- 10:00 Methivier / DEALER KPI
- 12:00 Rural31 / DEALER KPI
- 12:00 Agri23 / DEALER KPI
- 13:00 End Customer 60 / Dealer Sales

22 March 2024

- 09:00 Agri31 / DEALER KPI
- 17:00 Marchand HQ / DEALER KPI

28 March 2024

- 14:30 AGRI33 / DEALER KPI

18 April 2024

- 13:00 Sofranel / DEALER KPI

24 April 2024

- 10:00 Dyna / DEALER KPI

16 May 2024

- 14:00 Dauphine / DEALER KPI

TASK PIPELINE

- 6 EN ATTENTE
- 5 INFORMATION E...
- 5 DISCUSSIONS
- 2 RENDEZ-VOUS
- 2 VENDU
- 0 PERDU

ACTIVITIES →



ONE VIEW, WHOLE PICTURE!

HELLO Ms. SUPERADMIN | + MANAGE LEADS-PL TRANSPORT & BTP

21 LEADS | 1 filter(s) active [clear filters] | 25 | << >> | 1/1 | >>

OVERVIEW | LEADS | ACTIVITIES | SET UP

Lead name	Statuses	Equipement exist...	Description A...
ACP MATERIEL	PL TRANSPORT & BTP Offre Envoyée	- Mini Pelles - Tracteurs sur cha	PL TRANSPORT & B.L. En attente PL TRANSPORT & B.L. Rappeler PL TRANSPORT & B.L. Offre Envoyée
STERENN EQUIPEMENTS	PL RECYCLAGE Vendu	- Pelles de Manute	PL TRANSPORT & B.L. Rendez-vous PL TRANSPORT & B.L. Vendu
EQUIPEMENT BEST	PL TRANSPORT & BTP Rendez-vous PL RECYCLAGE Offre Envoyée Garantie a renouveler	- Mini Pelles - Concasseurs et Cribles	Equipement Best est spécialisé dans la vente aux artisans de mini pelles et de leurs accessoire incluant tout type de commande Internet des objets (IOT).
LAFARGE HQ	PL TRANSPORT & BTP Offre Envoyée	- Concasseurs et Cribles - Pelles de Manutention	Entreprise de production de ciment et béton.
MMU TUNNEL	PL TRANSPORT & BTP En attente		
MMU TUNNEL SUD OUEST	PL TRANSPORT & BTP Rendez-vous	- Mini Pelles - Pelles de Manutention	MMU Sud Ouest gère la région Sud Ouest et Pyrénées.
MMU TUNNEL	PL TRANSPORT & BTP En attente		
MMU TUNNEL	PL TRANSPORT & BTP En attente		
KBIS CONSTRUCTION	PL TRANSPORT & BTP Vendu PL RECYCLAGE Rappeler		
PIGEON CONSTRUCTION	PL TRANSPORT & BTP Rappeler PL RECYCLAGE		

Lead map

KPI

MONTH: March

Target: [Bar chart]

Actual: [Bar chart]

Last year: [Bar chart]

Yearly target view

Monthly target view

Actual YTD in €: €40,000.00
Actual YTD vs Target: 80%



ALL YOUR ACTIVITIES IN ONE PLACE

HELLO Ms. SUPERADMIN

MY ACTIVITIES

MEETINGS

Tomorrow, 28 March 2024
14:30 AGR133 / DEALER KPI

18 April 2024
13:00 Sofranel / DEALER KPI

24 April 2024
10:00 Dyna / DEALER KPI

16 May 2024
14:00 Dauphine / DEALER KPI

NOTIFICATIONS (116)

- 25 April 2024 17:23 Status reported as to clarify on Productiv / FINN by Tuomas Härkönen ✓
- 19 April 2024 13:28 Status reported as advanced on Productiv / FINN by Tuomas Härkönen ✓
- 17 April 2024 11:08 Status reported as teams agreed on Productiv / FINN by Tuomas Härkönen ✓
- 11 April 2024 17:33 New comment on Productiv by Tuomas Härkönen ✓
- 11 April 2024 17:23 New comment on Surfac by Tuomas Härkönen ✓
- 9 April 2024 11:01 Status reported as to clarify on Productiv / FINN by Tuomas Härkönen ✓
- 9 April 2024 11:06 Status reported as to clarify on Surfac / FINN by Tuomas Härkönen ✓

CONTACTS

7 To call list 23 Contact list

Search...

- Alix Dalstein (Sales Manager) +33 (0)2 31 53 55 03. Agri Place, Marchand HQ, Lafarge HQ
- Anne-lise METHIVIER (Directeur General) +33 (0)2 38 35 20 90. Methivier, MIMU Tunnel
- Didier Rocher () +33 4 3556 3434. End Customer 60
- Edouard Carpentier (Director) +33 5 3535 7373. AGR133
- Guido Gervain (Sales Manager) +33 5 34 64 74 74

TO DO LIST

Search...

Show: Upcoming Hide completed

- 29 March 2024 Update the presentation with latest truck attachment
- A Sulve Related lead: Dupont Construction
- 30 March 2024 Webinar Draft Related lead: End Customer 63

ACCOUNT

MY ACTIVITIES

ADD NEW TO DO ITEM

TEXT

SEND A PROPOSAL

RELATED LEAD: ABB - Usine de Vermeac

April 2024

CANCEL SAVE

HELLO Ms. SUPERADMIN

MY ACTIVITIES

NOTIFICATIONS

No new notifications, you're all caught up!

Tomorrow, 28 March 2024
14:30 AGR133 / DEALER KPI

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MyActivities

ACCOUNT



KNOW YOUR CLIENTS

GATHER AND SHARE INFORMATION WITH YOUR CHANNELS

HELLO MAGALIE RACAUD

LEADS-THE RUDOLF

COMPANY AND CONTACT DETAILS

Main details:
 Phone number:
 Website: <https://www.therudolf.com>
 Email: magalie.racaud@therudolf.com
 LinkedIn: <https://www.linkedin.com/company/hordic-industries-development-nid/>

Potential Spring24

Primary contact:
 Tuomas Härkönen
 Technology Director
 +358
 tuomasharkonen@therudolf.com

PRODUCTS

- POLARMATIC FRANCE: DISCUSSION, Next: 26 Apr 2024, Due dates: 29 Feb 2024, Assigned to: Magalie Racaud
- FINNMOSS: SENT INFORMATION BUT NOT..., Next: 14:00, Due dates: , Assigned to: Magalie Racaud
- THE RUDOLF: CONTACTED SENT INFORMAT..., Next: , Due dates: , Assigned to: Magalie Racaud

REPORT VIEW

NEXT APPOINTMENTS: Click to select...

DUE DATES: Click to select...

STATUSES: Contacted sent information

GO TO KPI VIEW

DESCRIPTION OF THE COMPANY: The Rudolf is a sales channel Management Software that gives users the story behind their sales. Whole picture in 1 view.

COMPANY TYPE: Potential Client, Potential Partner

FURTHER DISCUSSIONS: Client wants a demo, Client wants to buy, Client needs integration, Client doesn't want to pursue discussion

SAVE REPORT

COMMENTS: ADD NEW COMMENT, REPORT HISTORY

CASE LOST CAUSE: Monthly user fees too high, Set-up fees too high, Integration too complicated/costly

ACCOUNT

SEE SALES PROGRESS FOR EACH PRODUCT SOLD TO THE CLIENT WITH CUSTOMIZEABLE QUESTIONNAIRES PER PRODUCT AND PER PROCESS:

HELLO MEL SUPERADHIN

LEADS-EQUIPEMENT BEST

PRODUCTS

- PL TRANSPORT & BTP: RENDEZ-VOUS, Next: 22 May 2024, appointment: 09:00, Contact Again: 15 Apr 2024, Assigned to: Morgane Boulot
- PL RECYCLAGE: OFFRE ENVOYÉE, Next: , appointment: , Contact Again: 29 Mar 2024, Assigned to: Danka Serout
- GUARANTIE: A RENOUELER, Next: , appointment: , Contact Again: , Assigned to: Morgane Boulot

REPORT VIEW

NEXT APPOINTMENT: 22 May 2024 09:00

CONTACT AGAIN: 15 April 2024

STATUSES: Rendez-vous

GO TO KPI VIEW

DESCRIPTION ACTIVITE CLIENT: Equipement Best est spécialisé dans la vente aux artisans de mini pelles et de leurs accessoires incluant tout type de commande Internet des objets (IOT).

PRODUIT RECHERCHE: Prod A, Prod B, Prod C, Prod E, Prod Z

UTILISATION VOULUE: Manutention, Arrimage, Electronique/Commande

SAVE REPORT

DESCRIPTION HISTORIQUE CLIENT: Achat de 2 Prod A et 5 Prod Z en 2023.

EQUIPEMENT EXISTANT: Mini Pelles, Pelles de Manutention, Concesseurs et Cribles, Tracteurs sur chaînes

MONTANT DE LA VENTE: 60000

COMMENTS: ADD NEW COMMENT, REPORT HISTORY

Account: SUPERADHIN, Mel, 01 Mar 2024 11:40, jhckjzthvejzbzm,c

Account: SUPERADHIN, Wlad, 01 Mar 2024 20:33, Recyclage est un nouveau produit pour le client. Besoin de conseils.

Account: SUPERADHIN, Wlad, 01 Mar 2024 20:36, Essayer d'obtenir un bon de commande sur 5 ans.

ACCOUNT



EASILY SET UP YOUR PROCESSES AND PREFERENCES

HELLO Ms. SUPERADMIN | MY ACCOUNT

OVERVIEW LEADS ACTIVITIES SET UP

Superadmin
Role: Superadmin
Logged in email superadmin@rudolf.com
LOG-OUT

EDIT MY INFORMATION

Mr Ms Mrs

FIRST NAME: Superadmin LAST NAME: Last name

PHONE NUMBER: yyy

EMAIL: superadmin@rudolf.com

CANCEL SAVE

CHANGE PASSWORD

OLD PASSWORD

NEW PASSWORD

CONFIRM NEW PASSWORD

CANCEL SAVE

LEAD PAGE SETTINGS

Select fields visible by default on Lead Details -page

Lead name Phone number/s Website Tags Comment Search fields...

CANCEL SAVE

REFER RUDOLF

Mr Ms Mrs

FIRST NAME: First name LAST NAME: Last name

COMPANY: ABC Ltd. POSITION/TITLE: CEO

PHONE NUMBER: +358 123... EMAIL: user@mail.com

ADDITIONAL COMMENTS

SEND

ACCOUNT

HELLO Ms. SUPERADMIN | SET UP: PRODUCTS

OVERVIEW LEADS ACTIVITIES SET UP

PRODUCT LIST

- PL TRANSPORT & BTP
- PL FORESTIER
- PL RECYCLAGE
- AVIATION
- INDUSTRIE
- COOPERATION
- DEALER KPI
- DEALER SALES
- GUARANTIE

STATUSES

STATUS 8: NAME: New status...

STATUS 1: NAME: En attente

STATUS 4: NAME: Rendez-vous

STATUS 7: NAME: Pas d'intérêt

STATUS 2: NAME: Rappeler

STATUS 5: NAME: Vendu

STATUS 3: NAME: Offre Envoyée

STATUS 6: NAME: Perdu

SAVE STATUSES

SET UP PL TRANSPORT & BTP

DEFAULT FORM

DESCRIPTION ACTIVITE CLIENT

PRODUIT RECHERCHE

- Prod A
- Prod B
- Prod C
- Prod E
- Prod Z

EQUIPEMENT EXISTANT

- Mini Pelles
- Pellets de Manutention
- Concasseurs et Grilles
- Tracteurs sur chaînes

UTILISATION VOULUE

- Manutention
- Animage
- Electronique/Commande

MONTANT DE LA VENTE

KPI SETUP

UPLOAD KPI DATA

UPLOAD FOR: Select...

ATTACH FILE

UPLOAD KPI DATA

ACCOUNT



THE RUDOLF ADVANTAGES

01

Fast to learn and deploy

The Rudolf offers swift implementation with minimal training requirements. You can learn to use it just in few hours.

Basic system deployment can be done within 2 days.

Easily integrated with ERP, CRM, and other tools, The Rudolf enables rapid onboarding and scalability.

02

Cost effective

The Rudolf's swift deployment, and user logic enable quick adoption within days.

More importantly, gaining real-time insights into sales activities or inactivity itself, is already a time and cost-effective approach to managing sales operations.



THE RUDOLF ADVANTAGES

03

Track Projects and Progress Visually

Dynamic visuals show how questions are answered and sales targets are met, giving clear updates on progress.

Maps and graphics can be viewed based on products, clients, regions, dealers, or any other customized perspective.

For example, what are the tunneling projects where we have proposed product XYZ? And who are the stakeholders in those projects?

04

Collaborative

Work together, exchange and coordinate actions with your channel partners.

Foster transparent and mutually beneficial collaboration, emphasizing actions that drive sales and improve customer engagement.



WHY ARE WE DIFFERENT?



WE ARE OPERATIONAL SALES CHANNELS SPECIALISTS

We've been in the field, traveling, selling at trade shows, on work sites and in factories for over 25 years!



WE KNOW YOUR BUSINESS

We have developed our Clients' sales channels all over the world. We understand your problematics.



EASY UPLOAD OF DATA

Because we know your business, we help you set up your processes and data in the right way.



A PHONE CALL AWAY

We are always available in person, to answer your questions and help you on your daily use of Rudolf.



NORDIC INDUSTRIES DEVELOPMENT

Nordic Industries Development is a Finnish sales channels management consulting company.

With over 25 years of expertise, we have developed a radically different approach to market and sales channel development – ACTIONABLES and MEASURABILITY of actions, based on clearly defined processes supported by IT.

Our unparalleled strength is getting involved in execution and having the deep operational knowledge of the industries and the countries' business cultures.

Why we developed our unique Sales Channel Management and Dealer Collaboration Tool “The Rudolf”?

Our clients needed to understand what really happens inside the channels and gain “insights” and market understanding from the channel and end users, in real time. But, the most important was to create an ecosystem neutral tool for our clients to collaborate better with their channel partners.



GLOBAL PRESENCE

assignments in over 50 countries



INTERNATIONAL TEAMS

International and multicultural understanding from management to cultural particularities



OPERATIONAL CONSULTING

Since 1994 from local “field” implementation of B2B sales channels to development and management

+400

CLIENT CASES

From multinational brands to local champions, globally



HOW CAN WE HELP YOU ACCOMPLISH YOUR GOALS?

Hopefully, this presentation gave you some ideas!

Would you like to have a discussion about your needs and a live demo?



Mrs. MAGALIE RACAUD

PROJECT COORDINATOR/FOUNDER

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magalie.racaud@therudolf.com

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