



Visual Technologies, Inc.

Unique Campaign Strategies

Context (for all strategies)

- **What the company offers:**

SolSuite CPQ with Product Information Management, Development Portal, RQO (headless CPQ), and Sales Portals that automate RFQ → Quote → Order and make the web your most profitable sales channel.^{[3][4][1]}

- **What the audience struggles with:**

Slow RFQ and quoting, complex configurators that are hard to maintain, dealers emailing spreadsheets, outdated CPQ or custom tools, and websites that don't support complex self-service buying.^{[2][5][1][3]}

- **Recent/common signals:**

- Job posts for "CPQ Specialist," "Sales Operations," "eCommerce Manager" in manufacturing.
- Announcements about "digital transformation," "dealer portal rollout," or "ERP upgrade."
- Sites with PDF catalogs only, manual RFQ forms, or obvious legacy portals.^{[6][5][1][3]}

Strategy 1: "RFQ Stopwatch" Pattern-Interrupt

- **Target Audience:**

VP Sales, Sales Operations, and Channel/Dealer Managers at B2B manufacturers.

- **Pain Point:**

RFQs take days, quotes are manually built from spreadsheets, and dealers complain about response time.^{[5][1][3]}

- **Messaging Hook (examples):**



- “How long does your average RFQ really sit before a quote goes out — hours, days, or ‘we don’t know’?”
- “If your dealers still email spreadsheets for quotes, you’re leaking revenue every week.”
- **Outreach Channel (and order):**
 - LinkedIn profile visit + short connection note referencing RFQ delay.
 - Follow with a short email that asks one RFQ-time question and shares a 1-page RFQ→Quote time benchmark.
 - Retarget with a short video ad showing an RFQ timer going from days to hours using SolSuite RQO.^{[4][2]}

Strategy 2: “Outdated CPQ Replacement” Trigger Campaign

- **Target Audience:**

IT leaders and operations owners responsible for legacy CPQ or custom quoting tools in manufacturing.
- **Pain Point:**

Old CPQ or custom systems are brittle, hard to change, and block digital sales initiatives.^{[1][5]}
- **Messaging Hook (examples):**
 - “Still patching a CPQ your team built 10+ years ago?”
 - “If changing a product rule takes weeks, your CPQ is working against you.”
- **Outreach Channel (and order):**
 - Use signals (job posts, tech stack clues, old-looking portals) to build a micro-list.
 - Send a short email sharing the “Replacing Outdated CPQ” story and invite them to compare their setup to SolSuite’s 20-year configurator history.^{[3][1]}
 - Follow with a LinkedIn InMail sharing a visual before/after of a modern portal vs. old CPQ screens.



Strategy 3: “Dealer Portal Reality Check” Campaign

- **Target Audience:**
Channel sales leaders and dealer program owners at manufacturers.
- **Pain Point:**
Dealers rely on email, PDFs, and phone calls; there’s no modern dealer portal for self-service quoting and ordering.^{[1][3]}
- **Messaging Hook (examples):**
 - “If your best dealers still have to email for every quote, they will send fewer RFQs to you.”
 - “Your top dealer logged in to your portal this week — or they didn’t, because it’s too painful to use.”
- **Outreach Channel (and order):**
 - LinkedIn DM with one pointed dealer-experience question and an invite to a “Dealer Portal Reality Check” 15-min screen share.
 - Follow with email including a 1-page visual of SolSuite Sales Portal and RQO flow.^{[2][3]}
 - Then send a short case-study PDF (medical device or manufacturer story) focused on dealer efficiency, not tech.^[1]

Strategy 4: “Catalog Chaos to Control” Campaign

- **Target Audience:**
Product managers, product marketing, and operations leaders.
- **Pain Point:**
Product data lives in scattered spreadsheets/PDFs; updating catalogs and configurators is painful and slow.^{[3][1]}



- **Messaging Hook (examples):**

- “How many versions of your product catalog are ‘live’ right now — and which one is actually right?”
- “If you need IT every time you add or change a product, your growth is capped.”

- **Outreach Channel (and order):**

- Email to product and ops leaders showcasing Development Portal and PIM as a way to update catalogs/configurators without IT.^{[4][1]}
- LinkedIn follow-up with a short line: “Worth seeing how your team could maintain rules without dev tickets?”
- Invite them to a live “catalog cleanup” working session using one of their actual product families as a demo.

Strategy 5: “Make the Web Your Top Sales Channel” Challenge

- **Target Audience:**

CMOs, digital/eCommerce leaders at manufacturers and distributors.

- **Pain Point:**

The corporate website is a brochure, not a revenue engine; no integrated CPQ or portal, just forms and phone numbers.^{[7][5][3]}

- **Messaging Hook (examples):**

- “If your website can’t handle complex quotes, your competitors’ sites will.”
- “Your web traffic is high, but how many actual quotes and orders start online?”

- **Outreach Channel (and order):**

- Run a small “website audit” on target accounts and record a 30–60 sec loom-style video walking through their current RFQ flow.



- Email the video with a hook like: “Here’s how your site makes it hard for serious buyers to give you money.”
- Follow on LinkedIn with a simple invitation: “Want to see this same flow with CPQ and a portal doing the heavy lifting?”^{[6][3]}

Strategy 6: “Hybrid Selling Playbook” Campaign

- **Target Audience:**

Sales leadership and revenue operations in manufacturing firms moving to hybrid (field + digital) sales.^{[8][6]}

- **Pain Point:**

Sales wants hybrid motion (inside, field, portal, partners) but quoting rules and tools aren’t consistent across channels.

- **Messaging Hook (examples):**

- “Your buyers don’t care if it’s field, inside, or online — they just expect the same answer and price.”
- “Hybrid selling doesn’t work if every channel uses a different quoting tool.”

- **Outreach Channel (and order):**

- LinkedIn post series on hybrid CPQ and portals, tagging manufacturing and RevOps leaders.^{[8][6]}
- Invite key prospects via email to download a “Hybrid Selling Playbook for Manufacturers” anchored by SolSuite RQO + Sales Portals.^[3]
- Host a short live workshop/webinar with 3 real examples of RFQ→Quote→Order across channels.



Strategy 7: “Time-to-Quote Benchmark” Micro-Survey

- **Target Audience:**
VP Sales, Sales Ops, and RevOps.
- **Pain Point:**
No clear benchmark on their own time-to-quote; they suspect it’s slow but don’t have data.
- **Messaging Hook (examples):**
 - “Where does your time-to-quote sit vs. other manufacturers? 3 quick questions, 1 custom benchmark chart.”
 - “If you can’t measure your average quote time, you’re probably losing deals you never see.”
- **Outreach Channel (and order):**
 - Email + LinkedIn DM inviting them to a 3-question micro-survey on RFQ volume, time-to-quote, and error rate.
 - Send back a simple benchmark graphic and a short note: “Here’s where you land vs. peers, and one way to close the gap.”
 - Offer a follow-up call to map their current flow to SolSuite’s automated RFQ→Quote→Order.^{[6][3]}

Strategy 8: “Legacy ERP, Modern Quotes” Focused Account Campaign

- **Target Audience:**
IT leaders and business owners at firms running older ERPs (e.g., long-standing SAP, Oracle, Infor) who feel “stuck.”
- **Pain Point:**
ERP handles orders but not modern quoting, portals, or configurators without big, risky projects.^{[1][3]}



- **Messaging Hook (examples):**
 - “You don’t have to rebuild your ERP just to give dealers a modern quoting experience.”
 - “Modern CPQ can sit on top of your existing ERP and web stack — not replace it.”
- **Outreach Channel (and order):**
 - Build a list of manufacturers with known legacy ERPs (from job posts, case studies, tech stacks).
 - Email IT and Ops leaders with a simple diagram showing ERP staying in place while SolSuite handles portals and RFQ→Quote→Order.^[3]
 - Follow with LinkedIn content showing one or two anonymized “legacy ERP, modern CPQ” wins.

Strategy 9: “Dealer Experience Ride-Along” Campaign

- **Target Audience:**

Heads of channel, regional sales directors, and customer success teams.
- **Pain Point:**

Leaders rarely see how painful it is for dealers to get a quote or place a complex order.
- **Messaging Hook (examples):**
 - “When was the last time you actually tried to buy from yourself like a dealer?”
 - “If you recorded your dealer’s screen while they quote, would you be proud of that process?”
- **Outreach Channel (and order):**
 - LinkedIn DM: invite them to do a 10-minute “dealer experience ride-along” where you walk their current flow live.
 - After session, send a one-page summary highlighting 3 friction points and how a Sales Portal + RQO would remove each.^[3]



- Follow with email suggesting a small pilot: one region or one dealer group.

Strategy 10: “Configurator Owners Roundtable”

- **Target Audience:**
Product managers and engineers who own product rules, BOMs, and configurators.
- **Pain Point:**
Configurator logic is complex, tribal knowledge is stuck in a few experts, and testing new rules is risky.^[1]
- **Messaging Hook (examples):**
 - “Your configurator probably lives in three brains and one giant spreadsheet — what happens when one of them leaves?”
 - “Imagine testing new product rules in a safe portal instead of in production.”
- **Outreach Channel (and order):**
 - Invite configurator owners via email/LinkedIn to a small “Configurator Owners Roundtable” (5–10 people) to compare tools and practices.
 - In the session, show how SolSuite’s Development Portal lets them create, update, and test configurators independently.^{[4][1]}
 - Follow individually with a short recap and one suggested “quick win” pilot per company.

Each of these strategies is designed to:

- Start with a sharp, real-world pain (RFQ delays, outdated CPQ, weak portals).^{[5][1][3]}
- Use a clear, conversational hook.
- Match channels to where your buyers actually live (LinkedIn, email, light video) and keep sequences short and focused on one outcome: a real conversation about their quoting and portal reality.