

5

STEPS FOR Digital Playbook SUCCESS!

Next steps for Territory and Account Managers after Playbook training

What's In It For Me?



DIGITAL



SALES



MONEY

Ingersoll Rand is ahead of the game! We are providing a tool you can use to help your dealers understand their digital maturity. After determining their current state, you can help them focus on areas they would like to grow, ultimately growing their business and yours.

Familiarize yourself with the playbook

- 1
 - Read module 1
 - Flip through module 2 & 3
 - Write down things that you relate to
 - The more comfortable you are with this, the easier the conversations will go



Determine who to target

- 2
 - Start with 5 dealers to reach out to.
 - Think of those who have expressed business concerns to you
 - Focus on all types of dealers (those that are ready to adopt, some that may be hesitant, and those that do not see how digital will help them)
 - Flip through the business challenges found in module 2 for inspiration



Reach out. Be a partner.

- 3
 - Reach out to your 5 dealers.
 - Use the meeting planners to help plan your meeting
 - Prepare your dealer for what to expect during the assessment
 - Be sure to highlight that this is a quick tool to use



Take the assessment

- 4
 - Send the assessment link to your dealers
 - Let them know they will receive results within 48 hours



Have discussions

- 5
 - Go over the results of the assessment with your dealer and plan the next steps.
 - Use the supplemental materials to help support this conversation
 - Fill out a plan-on-a-page with your dealer
 - Pull in your local marketing representative for further assistance if needed



For assistance or support, reach out to Amanda Gonzales, Digital Commercialization Leader
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Trane Digital Playbook & Supplemental Resources:
<https://irhvac.exavault.com/share/view/1kiiu-2r092lno>

American Standard Digital Playbook & Supplemental Resources:
<https://irhvac.exavault.com/share/view/113gi-5e3a35bs>