



wialon

HOW WIALON
HELPS BUSINESS

**SALES STRATEGY
IN IOT: CORE CONCEPTS
AND BEST PRACTICES
BY WIALON**

Sales strategy in IoT

The telematics and IoT market presents a complex landscape for service providers. Solutions are being productized, and customers base their decisions on price alone. This results in fierce price competition, making it tough for providers who offer customer-specific products or services at a higher cost to stand out.

With years of industry experience, we understand that off-the-peg solutions may cost less up front, but they do not usually translate to a competitive advantage in the long term. They often address only basic concerns and lack the functionality needed for efficient fleet management, resulting in higher operational costs in the future. To tackle this, telematics service providers have to recognize customers' unique tasks and challenges and map Wialon capabilities to each individual case. Meanwhile, they also have to educate customers to embrace a tailored approach — make them look at the thousands of dollars it can save them rather than the hundreds of dollars it might cost. **So how to effectively communicate the idea to customers, so they can comprehend the value of the solution you offer?**

This brochure aims to answer this question. It also shares tips and tricks on how to communicate the value of a tailored approach and market Wialon more successfully in today's competitive setting.

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Challenges faced by a service provider

- Competition
- No value recognition of the technology
- Customers approach vendors directly
- Decrease in prices

Needs pursued by a customer

- Loyal clients
- Well-established processes
- A balance between cost and profit
- Trusted and motivated personnel

HOW TO ADDRESS CHALLENGES

The key principle is to showcase the impact Wialon has on your customers' business. With the prospect of guaranteed, tangible results, customers will go for a solution you offer **even if it costs 2-3 times more than the cheapest options on the market.**

Why not go with a standard solution? It loses competitive advantage — except for price — and becomes easily exchangeable with another supplier. It would seem that the only way to gain market share is to decrease the price, while also narrowing down the solution's functionality. But the reality is different. In fact, the more players enter the market like this, the less chances you have of holding ground and keeping your customers.

Below are the steps that can help you retain your clients and gain their loyalty by letting them know that their business success largely depends on your services.

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Step 1. Uncover the Wialon potential

Based on Wialon research, the partner community utilizes Wialon at a mere 20% of its full capacity. This means that your customers increase their profitability by 20%, while you earn only 20% of the potential revenue.

This is where you have the opportunity to grow relationships with your customers. Embark on a journey to raise awareness and trust in Wialon, emphasizing the additional value of the services you provide. **Apart from a standard pool of features, such as location tracking, reports, and alerts, Wialon can be adjusted to a range of business scenarios such as these:**

Fuel management

- Fuel level control
- Fuel consumption monitoring
- Theft detection and prevention

Effect on business: reducing fuel thefts, optimizing fleet efficiency, decreasing fuel costs

Fleet maintenance

- Service intervals
- Reports
- Notifications

Effect on business: control of operational costs, reduced time at a service station

Fleet location tracking

- Location detection
- Searchable tracking history
- Trip reports
- Notifications

Effect on business: improved route planning and fleet security

Temperature monitoring

- Data readings from sensors
- Reports
- Notifications

Effect on business: safety and preserved quality of perishable or sensitive goods

Cargo safety control

- Cargo tracking
- Data readings from door sensors
- Notifications

Effect on business: preventing financial losses related to damaged cargo

Axle load control

- Data readings from sensors
- Reports
- Notifications

Effect on business: avoiding losses caused by fines for exceeding axle load

Driver behavior control

- Flexible eco-driving settings
- Reports
- Notifications
- Driver scoring

Effect on business: identifying and addressing unsafe driving habits, reducing fuel consumption

Business process efficiency

- Logistics
- Driver monitoring
- Data readings from iButton, RFID tags

Effect on business: optimizing fleet efficiency, gaining full fleet visibility

Video monitoring

- Live streaming
- Event-based recordings

Effect on business: ensuring driver's safety, preventing road accidents

Unique solutions

- Custom reports
- ERP integration
- Custom applications

Effect on business: solutions tailored to the needs of a particular business

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Step 2. Map what Wialon offers in each specific business case

Customers often think software like Wialon can only control, say, fuel to reduce associated costs, which is a pretty trivial task for many solutions out there. It is important to educate customers on other saving opportunities and challenges they may face daily, including:

- Poor fleet management
- Asset misuse
- Risky driver behavior
- Theft

This is where Wialon comes in as a solution.

Step 3. Upsell

Wialon offers a range of tools to address daily challenges and improve overall fleet management. Highlighting these tools — real-time tracking, detailed reporting, alerts — and the tangible benefits they provide, such as increased efficiency, cost savings and improved safety, lets you effectively market Wialon.

- Efficiency
- Cost savings
- Safety

Step 4. Tailor service offerings

Consider multiple options for cooperating with your customers. For example, you can offer individual work formats based on the specific tasks and needs of each customer. This includes providing customized packages, training, and support. Another option is outsourcing, where you take complete control over the end-to-end Wialon implementation and its ongoing operation.

- Individual formats
- End-to-end fleet management
- Your option

Working closely with customers and understanding their unique needs, you can adjust a delivered solution to the specific requirements. This approach not only helps to build trust and customer loyalty but also shows your commitment.

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Step 5. Offer flexible billing options

Flexible billing allows you to offer various package options at different price points, all utilizing the same technology. Customers can shop not only based on functionality but also on price, similar to many SaaS products. This approach allows you to expand with smaller customers and upsell once you have proven value to larger ones, creating additional revenue streams and adapting your pricing model to customer feedback.



Basic package

- Location
- Fuel consumption tracking



Standart package

- Location
- Fuel consumption tracking
- Fleet maintenance management
- Driver behavior



Advanced package

- Location
- Fuel consumption tracking
- Fleet maintenance management
- Driver behavior
- ERP integration
- Business processes optimization

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Step 6. Check available resources to get inspired

We gathered a collection of Wialon use cases for you to find fresh ideas. Check out the [use cases library](#) and [IoT project of the year](#) articles on our website. We also host partner conferences and networking events where telematics experts along with the Wialon team explore the most vivid IoT use cases, look into common industry challenges, and provide tips and recommendations. Exclusive materials from these events are available on my.wialon.com. Also, don't forget to check community chats or ask the [Project Implementation team](#) for advice.



Where to start

Consider three pillars to start: a thorough CRM system to track progress and communication with customers, a plan for implementation and upselling, and motivated employees who understand customer needs and can professionally pitch your offerings.

- CRM
- Implementation plan
- Motivation

STANDARDIZE OR CUSTOMIZE?

Now that we explored the importance of a tailored approach and the means to communicate solution value, let's have a closer look at both standardized and custom implementations. Explore the pros and cons of the two options to decide what fits you and your customers best.

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Standardized solution



- Simple
- Easily scalable
- Cheap
- Extended customer base



- Easily replicated
- No USP
- Low margin
- Loss of customers
- No value
- No uniqueness
- No brand awareness
- No additional hardware
- No unique expertise

Customized solution



- Unique
- Hard to copy
- High margin
- Additional hardware
- Mid/large B2B customers
- Reputation
- Brand awareness
- Referrals
- Priceless expertise
- Loyal customers
- Experienced personnel



- Time consuming
- Resource consuming
- Long sales cycle

FINAL NOTES

In today's competitive world, being a solution provider means more opportunities for success and higher profitability. To achieve this success, you must realize that:

- Customized solutions are more cost-effective in the long term.

- Understanding customer challenges and consequences of poor fleet management is key to creating a unique value proposition that stands out from competitors.

- Properly pitching the solution is important to communicate its benefits: improved fleet performance, streamlined business processes, reduced costs, and increased profitability.

Are you ready to take your business to the next level? Do you want to play it safe with ready-made solutions as a reseller — or take the leap with custom IoT solutions as a provider?

Wialon is a comprehensive platform to build upon, and we are ready to support you on your journey. Be bold, be creative, be effective, bring your ideas to life, and watch your profits skyrocket.

If you have questions, send them to partner@gurtam.com.

We'll be happy to help!