

# DCE Sales Strategy Hub & Learning Academy

## Your New Secret Weapon

### What Is This?

Two powerful tools built specifically for **you** — the Germanedge sales and pre-sales team:

Tool	Purpose	URL
Sales Strategy Hub	The "Why" — Our narrative, market positioning, and 12-month execution plan	<code>index.html</code>
Learning Academy	The "How" — Interactive flashcards, competitive intel, and certification quizzes	<code>learning.html</code>

### Why Should You Care?

#### The Problem We Solve (For You)

- **No more digging** through 50-page PDFs before a call
- **No more guessing** what to say about competitors
- **No more forgetting** key stats and talking points
- **No more generic pitches** that don't land in Europe

#### The Result

In 10 minutes, you can refresh on any topic — from "What is Angststillstand?" to "How do we beat SAP?" — and walk into your meeting with confidence.

### The Sales Strategy Hub (`index.html`)

#### What's Inside

Section	What You Get
The Burning Platform	Why European manufacturers are paralyzed — and the exact questions to ask that expose their pain
Psychology Gap	USA vs Europe mindset — why American competitors fail here and how we

	win
David vs Goliaths	Our positioning against SAP, Kinaxis, and others (with live chart)
Keynote Video	45-min internal keynote you can reference or share snippets from
12-Month Execution Plan	The 5-phase roadmap: Build Up → Proof of Concept → Social Proof → Scale Reach → Stabilize
PDF Playbook	Downloadable strategy document for offline use

### Key Talking Points You'll Learn

- **"Angststillstand"** — Fear-induced stagnation. The psychological state of your prospect.
  - **"In times of friction, you don't call a vendor. You call your oldest friend."** — Our trust-based positioning.
  - **The Poet, The Thinker, The Doer** — Three buyer archetypes and how to sell to each.
- 

### The Learning Academy (learning.html)

---

#### 4 Learning Tracks

Track	For You If...	Modules
Track 1: Strategy	You're new or need a refresher on the "big picture"	6 modules
Track 2: Intel	You need deep product knowledge (MES, APS, QMS, Worker)	6 modules
Track 3: AI Adoption	You're selling to forward-thinking customers asking about AI	5 modules
Track 4: Competition	You're going head-to-head with SAP, Siemens, Tulip, or startups	5 modules

#### Choose Your Path

Persona	Start Here
The Rookie	Track 1: Strategy — Understand the "Why" first
The Deal Closer	Track 4: Competition — Battlecards, ROI data, objection handling
The Futurist	Track 3: AI Adoption — Master the Centaur model and AI trends
The Expert	Track 2: Intel — Deep dive into GEFASOFT, ORSOFT, QDA, New Solutions

#### How It Works

1. **Pick a Track** — Click a tab at the top
  2. **Select a Module** — Use the sidebar to navigate
  3. **Flip the Cards** — Click any card to reveal the answer
  4. **Filter by Tag** — Use the tag cloud to find specific topics (e.g., "ROI & Value", "Competition")
  5. **Take the Exam** — Pass 3 questions to earn your certification badge
- 

## 22 Modules at Your Fingertips

---

### Track 1: Strategy (Modules 1-6)

1. Strategic Context — Permacrisis, Sick Man of Europe, Shock Digitalization
2. Psychology & Culture — Angststillstand, Burger vs Döner, Archetypes
3. Solution Architecture — Edge.One, The 4 Pillars (Speed, Flexibility, Resilience, Courage)
4. Sales Playbook — Beating SAP, Hidden Stakeholders, Customer Intimacy
5. Technical Roadmap — Connectivity → Analytics → Prediction → Autonomous Flow
6. Brand Identity — Tone of Voice, Brand Promise, Key Messages

### Track 2: Intel (Modules 7-12)

7. Portfolio & Factory 0 — The 4 Pillars, 10-Minute Deployment, App Composer
8. MES Landscape — Siemens, Rockwell, Tulip, Cloud Trends
9. Supply Chain Planning — Kinaxis, o9, Blue Yonder, ORSOFT's SAP Edge
10. Quality & LIMS — ETQ, Benchling, Regulatory Drivers (EU MDR, FDA)
11. Connected Worker — IFS, MaintainX, Tribal Knowledge Gap
12. Strategy & OKRs — Enterprise vs Mid-Market, DACH Objectives

### Track 3: AI Adoption (Modules 13-17)

13. The Centaur Mindset — Human + AI collaboration model
14. AI as a Social Partner — Invisible Assistant, Human-in-Control
15. Leadership in the Age of Speed — Dromology, Resonance Spaces
16. Strategic Execution — Scaling Gap (74% fail), Culture x Technology
17. Social Interaction — AI Roles: Expert, Colleague, Decision Maker, Sparring Partner

### Track 4: Competition (Modules 18-22)

18. Factory 0 Disruption — 10-Minute Promise, Competitive Wedge
  19. Battling the Giants — SAP/Siemens weaknesses, Integration Advantage
  20. Crushing the Startups — Tulip/MaintainX gaps, Domain Expertise
  21. ROI & Financial Selling — Payback < 1.5 years, Inventory -15%, OEE +10-20%
  22. Sales Narratives — Ready-to-use stories (Phantom of Heilbronn, Excel House of Cards, etc.)
-

## Quick Reference: Stats That Close Deals

Metric	Number	Source/Context
Germany's industrial rank	18th of 21	ZEW — "Sick Man of Europe"
Cloud MES market by 2031	\$24 Billion	Industry projection
Companies failing to scale AI	74%	Culture/Governance barrier
Our target ROI payback	< 1.5 Years	vs 2.5 year industry average
Inventory cost reduction	15%	APS benefit
Throughput increase	5-10%	Without new machines
Shift handover time reduction	50%	Digital Shift Book
OEE improvement	10-20%	LNS Research
Factory 0 deployment time	10 Minutes	vs months for legacy

## Ready-to-Use Sales Stories

### The Phantom of Heilbronn (Quality)

A police hunt for a serial killer turned out to be contaminated cotton swabs. **Lesson: Quality data integrity is everything.**

### The 10-Minute Factory (Speed)

Imagine setting up a full digital factory before you finish your coffee. That's the new standard we set.

### The Safe Bet Trap (Competition)

"Nobody gets fired for buying Siemens"... until the factory closes because it couldn't adapt fast enough.

### The Excel House of Cards (Planning)

One wrong formula in a spreadsheet can cost millions in stockouts. Why run a €50M plant on a €100 tool?

### The Centaur Future (AI)





AI doesn't replace the worker; it gives them superpowers. Be the Pilot, not the Passenger.

# Sign In & Track Your Progress

---

## Why Sign In?

When you sign in, your progress is **saved to the cloud**:

-  Certification badges persist across devices
-  Exam results are tracked
-  Progress bar shows your completion status
-  No more re-taking exams you've already passed

## How to Sign In

1. Click "**Sign In**" in the top-right corner
2. Choose your provider:
  - **Microsoft** (recommended for work accounts)
  - **Google**
  - **Apple**
3. Authorize the app
4. Done! Your profile picture appears in the header

## Your Profile Dropdown

Click your profile picture to see:

Feature	Description
<b>Progress Bar</b>	Shows X/4 tracks certified
<b>Certifications</b>	Green checkmarks for completed tracks
<b>Clear Results</b>	Reset all progress (use carefully!)
<b>Sign Out</b>	Log out of your account

---

## How to Access

---

### Option 1: Online (Recommended)

Access via GitHub Pages: <https://cvonste2.github.io/dce-sales-strategy/>

### Option 2: Local (Offline)

Open `index.html` or `learning.html` directly in your browser.

Note: Sign-in features require an internet connection.

---

## Get Started Now

---

1. **Sign in** with your Microsoft/Google/Apple account
  2. **Bookmark the page** in your browser
  3. **Spend 15 minutes** in the Learning Academy before your next call
  4. **Earn your certifications** — Track 1 first, then Track 4 for deal closers
  5. **Use the tag filter** to prep for specific topics (e.g., filter by "SAP" before a competitive deal)
  6. **Check your progress** via the profile dropdown
- 

## Questions?

---

Reach out to your enablement lead or the creator of this hub.

---

**Remember:** *In the moment of truth, empowering customers to take the right decision. That's our promise. This hub helps you deliver it.*

---

*Version 2.0 | December 2025 | Germanedge DCE Sales Enablement*