3D & AUGMENTED REALITY SYSTEM

SATORI

Salesman App

About

With the Satori Salesman Application, salespeople can give prospective clients an immersive and detailed product experience using only a mobile device.

Needs & Challenges?

Product Specifications Vs Customer Expectations Vs Presentation Limitations

- Sales process is a tug-of-war between customer expectations and the limitations of what the salesperson can explain.
- Lack of prospect engagement
- Cannot demonstrate full scope of the product .
- Demonstrating its functionality in its "element"/final use/place is ideal .
- Companies with huge array of products cannot carry them to demos.

Printed/Web catalog

- Not engaging
- Not interactive.
- Browsing through the website is very tedious
- Touch and feel of the product is missing

Sales force weakness

- Dependency on few experienced sales men
- Inconsistency of message across time and personnel

Feedback and Post Sales Customer Management

- Inability to obtain feedback - captivating features, missing information, etc.
- Difficulties in maintaining records
- Difficulty in digitalization of paper records
- Post sales customer relationship management is often overlooked.
- Absence of a system for Upselling or cross selling.
- During long sales cycles, assessment, objection handling and constant communication is essential.
- If product's USP is in details or packaged with options addons and needs configuration, its difficult to ensure that prospect understands and appreciates it.
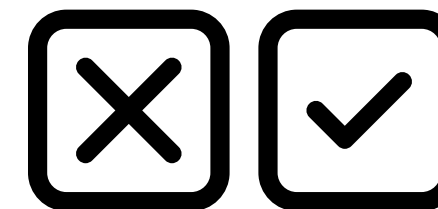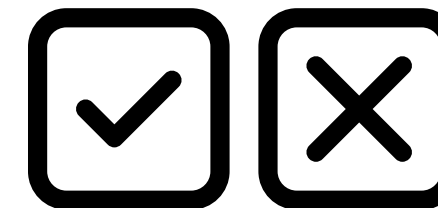
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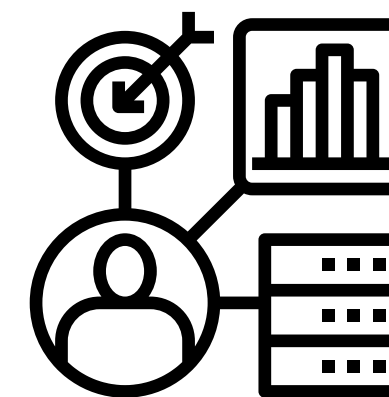
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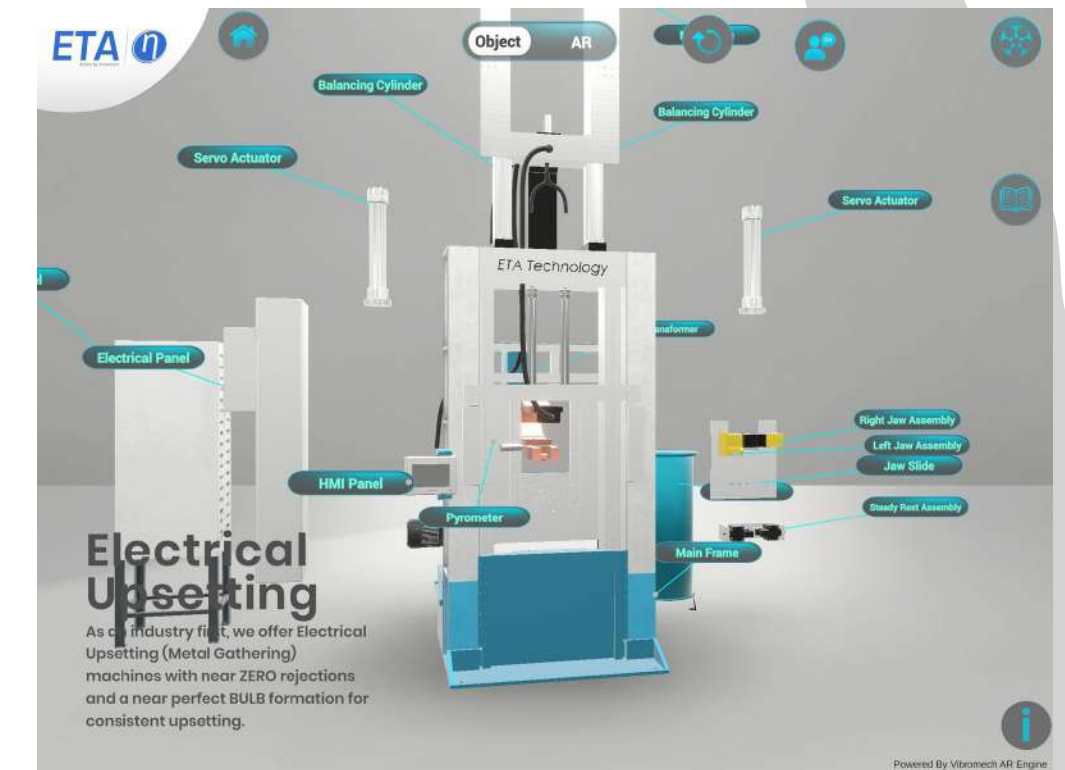
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Augmented Reality(AR) in Marketing and Sales

Augmented reality (AR) is a trend
- AR allows brands and companies to give unique experiences
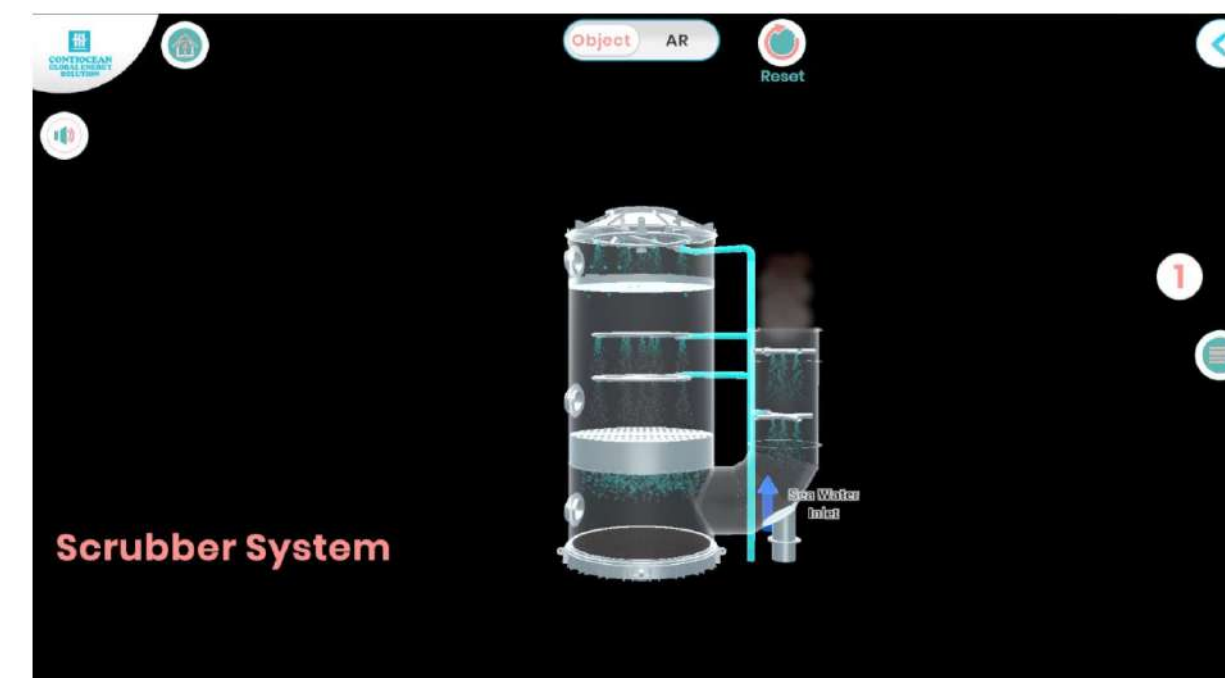- AR creates significant improvements in sales process.

A photo is worth a thousand words...
A video is worth a thousand photos...
A 4dio is worth a thousand videos...

4dio - A collection of interactive and immersive set of visualizations

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Satori Features

"Satori" offers a set of 3D interactive tools to create multi-platform applications that "augments" the standard marketing process.

- The app is loaded with sales-man stories that consist of 3D marketing experiences
- Machines are visualized on the shop floor directly in its future working environment
- Can be used in conjunction with traditional printed marketing assets
- QR codes can be used to activate the 3D assets and experiences
- It is possible to use image recognition to activate 3D experiences
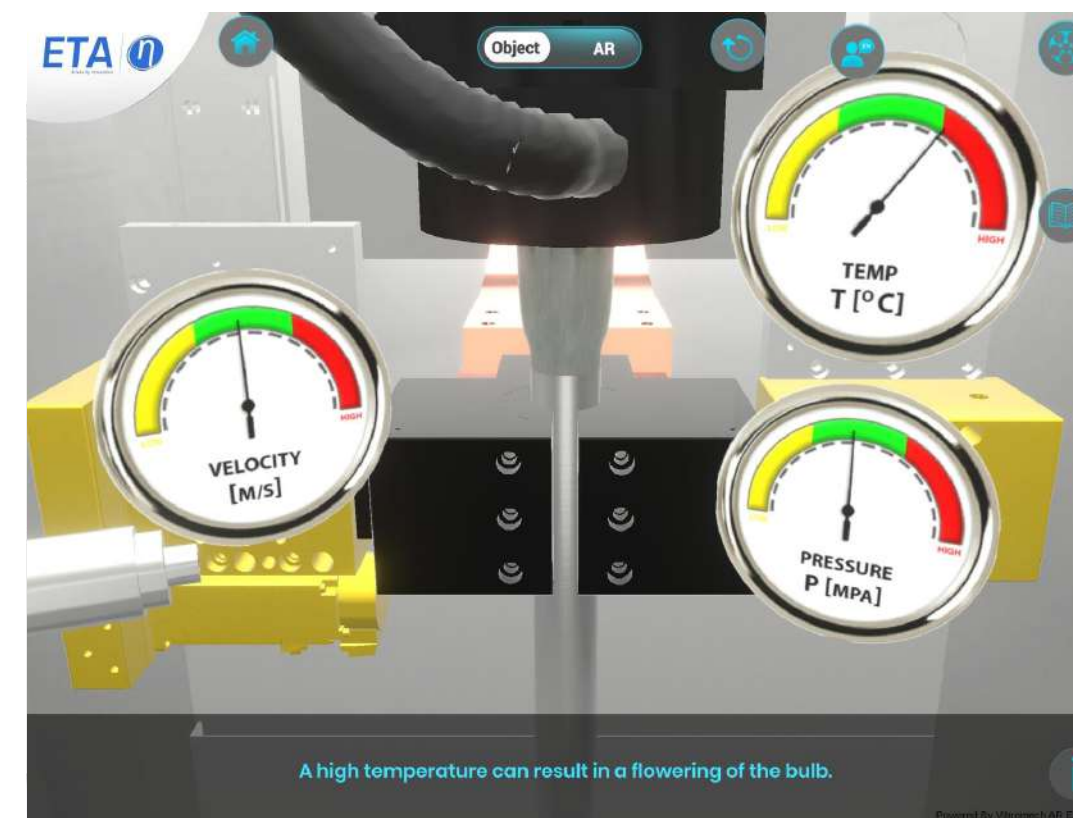
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