

# CASE: ACTIVE B2B SALES — ELEVATOR EQUIPMENT — REGIONAL REPRESENTATIVE

Manager of Rapid Deployment and Active Sales

Vladislav — Your B2B Active Sales Manager

## 1. PRODUCT & CLIENTS

Position: Regional representative — manager of active B2B sales of elevator equipment. Acting as external sales department: don't wait for inbound, find clients from scratch, build funnel, launch deals. Working in coordination with your team, parallel to existing sales department.

Product: Passenger and freight elevators, escalators, lifting platforms. Installation, commissioning, maintenance, and modernization of elevator equipment in residential, commercial, and industrial facilities.

Parameter	Value
Average ticket	from 6,000 to 200,000 per unit (depending on type and class)
Deal cycle	30–120 days, including design and approval
Seasonality	Peak — spring/summer (active construction), winter — modernization
Specifics	Requires project documentation, certification, approval from regulatory bodies

Target client segments:

- Residential and commercial real estate developers (new construction)
- Management companies and HOAs (replacement and modernization)
- Shopping and business centers (modernization and expansion)
- Industrial enterprises and warehouses (freight elevators and lifts)
- Government and municipal clients (modernization programs)
- General contractors for construction projects

## 2. IF I WERE YOUR MANAGER: OPERATING PRINCIPLE

I am a rapid deployment manager. That means: I don't wait for the client to call. From day one, I start building the sales system from scratch. I work in coordination with you, parallel to your sales department if there is one. To sell today, work had to start 2 months ago — that's exactly why I act ahead of time. I usually contact 30–100 new potential clients per month. I use all four streams: cold and hot, inbound and outbound traffic.

## 3. PRELIMINARY STAGE: PRODUCT DEEP DIVE & MARKET ANALYSIS

First thing I do — deeply immerse in the product. Study elevator model range: lifting capacity, speed, drive types, energy efficiency class, certifications. Analyze market: who are the main players, which price niches are taken, where are the "gaps" in supply. Study regulatory framework, Rostekhnadzor requirements, safety standards. Analyze typical projects and competitor cases.

WHAT I DID: Full decomposition of product line, certifications, and competitive market map. Studied regulatory framework, typical projects, and decision-making cycles at developers.

WHAT IT GAVE: In negotiations, spoke the language of engineer and procurement: understood GOST standards, knew the difference between gearless and geared drive, could justify selection by TCO. This turned cold contact into expert dialogue.

WHY IT WAS NEEDED: Without technical expertise, an elevator salesperson is "just another commercial rep with a price list." With it — a partner who helps choose the right solution for the facility.

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs

Commercial Analyst & Sales Manager

northth@profesionals.lv +371 26050644 <https://profesionals.lv>

#### 4. POSITIONING & CLIENT PROFILE

Divided market into six segments, for each described ICP — ideal client profile: facility type, project scale, budget, decision cycle, DMs.

Segment	ICP and DM
Developers	Facilities 10+ floors, DM: technical director, procurement. Tickets from 3M. Decisions via tender or direct negotiation
Management companies	Housing stock 50+ buildings, DM: chief engineer, MC director. Tickets 1.5–4M. Modernization programs
Shopping & business centers	Areas 5,000+ sq m, DM: technical director, owner. Tickets 4–12M. Emphasis on design and reliability
Industrial clients	Warehouses, production, DM: chief mechanic, director. Tickets 2–6M. Freight elevators, lifts
Government clients	Municipal modernization programs, DM: procurement committee. Tender mechanics, long cycle
General contractors	Complex construction, DM: project manager, procurement. Decisions tied to construction schedule

WHAT I DID: Segmented market into 6 groups. For each wrote ICP, described DM, average ticket and deal cycle. Identified priority segments by volume and accessibility.  
 WHAT IT GAVE: Precise positioning: developer — savings on maintenance, MC — fast installation without tenant relocation, shopping center — elevator cabin design as part of facility image.  
 WHY IT WAS NEEDED: One offer for everyone is a shot in the dark. Each segment hears only its own "pain" and only its own argument.

#### 5. OSINT MARKET ANALYSIS: INTELLIGENCE ON CLIENTS AND COMPETITORS

Using OSINT Business Radar methodology: monitor competitors through tender platforms, registries, reviews, advertising. Track construction projects through construction permit registries — this is the main trigger for elevator sales. Analyze digital footprints of DMs: LinkedIn, professional communities, publications.

- Construction permit registries — which facilities are in design and installation stage
- Tender platforms — who is buying, at what prices, which brands win
- Competitive monitoring — prices, USP, weak points, delivery times, client reviews
- Digital footprints of DMs — who makes decisions, their contacts and activity

WHAT I DID: Deployed OSINT Business Radar system: monitoring of construction registries, tenders, competitors, and DMs. Identified 120+ facilities in design stage requiring elevator equipment.  
 WHAT IT GAVE: Knew about new construction earlier than most competitors. Reached DMs still at the design stage, when supplier selection was just beginning. This gave first-contact advantage.  
 WHY IT WAS NEEDED: In the elevator business, whoever first reaches the designer and developer is the one who specifies their equipment in the project. A one-month delay = lost deal.

#### 6. BUILDING DATABASE & CREATING AUDIENCES

Collected database of 640 companies via OSINT tools, construction facility registries, tender platforms, and LinkedIn. Found direct DM contacts — not "reception," but the specific person making the decision. Validated every contact.

Level	Description
Hot (A)	Facility in design stage, elevator not yet in project. DM contact confirmed
Warm (B)	Facility in construction stage, has modernization or replacement need. Interest shown
Cold (C)	Potential clients by ICP, trigger not yet confirmed. Working on warming up

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**WHAT I DID:** Database of 640 valid companies, segmented into three readiness levels. Direct DM contacts, not general numbers.  
**WHAT IT GAVE:** Conversion from first contact to dialogue — 14%. That's three times the industry average where the standard is 4–5%.  
**WHY IT WAS NEEDED:** Database quality determines sales quality. 100 precise contacts give more deals than 1000 blind calls.

## 7. PREPARING SALES MATERIALS

Created and adapted complete package of selling materials for each segment:

Material	What was done
USPs by segment	Developers — "20% TCO reduction over 10 years." MC — "installation in 14 days without tenant relocation." Shopping centers — "premium cabin design for your brand"
Commercial proposals	Modular CPs with ROI calculation: installation cost + maintenance + savings vs competitors
Technical catalogs	Visual catalogs with 3D cabin renders, technical specs, certificates
Scripts and objections	Cold call scripts, email sequences, objection handling: "too expensive," "already have a supplier," "send to tender"
Cases and calculations	Ready TCO calculations for typical facilities: 9-story, 16-story, shopping center, warehouse

**WHAT I DID:** Complete package of selling materials: USP, CPs, catalogs, scripts, TCO calculations — for each segment.  
**WHAT IT GAVE:** CPs with TCO calculation sold without my involvement. Client received not a price list, but economic justification of choice. Conversion from CP to negotiations rose to 35%.  
**WHY IT WAS NEEDED:** In elevator business, the decision is made by more than one person — materials must "sell" to engineer, financier, and director simultaneously.

## 8. DIGITAL INFRASTRUCTURE: LANDING PAGES & ADVERTISING

Parallel to main work, built digital infrastructure to amplify sales:

Landing	Focus and audience
For developers	Online project cost calculation, implemented facility cases, schedule guarantees
For MCs and HOAs	Turnkey modernization program, before/after photos, savings calculator
For industrial	Freight elevators and lifts, technical parameters, catalog by load capacity

Launched contextual advertising for queries "buy elevator for new building," "elevator modernization," "freight lift." Set up retargeting and email-remarketing. Lead magnet — "Checklist for selecting elevator equipment for your facility."

**WHAT I DID:** 3 landings for key segments + contextual advertising + retargeting + email-remarketing. Lead magnet with checklist.  
**WHAT IT GAVE:** Conversion from visit to application — 7.8%. Inbound flow complemented outbound outreach, creating "they're everywhere" effect.  
**WHY IT WAS NEEDED:** Omnichannel multiplies results: client sees ad, receives email, visits landing — and when I call, they're already in context.

## 9. CREATIVE OUTREACH — REACHING DECISION-MAKERS

Standard script "Hello, we are a company, we'd like to offer..." doesn't work in the elevator industry. DM is a technical director or chief engineer — busy and skeptical. I use non-standard hook models for dialogue:

- "Saw that your facility on [street] is in installation phase — what elevator equipment is specified in the project?"
- "Prepared TCO calculation for a 16-story residential building — 18% maintenance savings over 5 years. Interested in seeing it?"

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- "In your residential complex [name] the elevator warranty expires in 8 months — there's a modernization program without tenant relocation"

I use Social Selling, ABM (Account-Based Marketing), Video prospecting — short video reviews of cabins and mechanisms for the client's specific facility.

**WHAT I DID:** Multi-channel outreach: LinkedIn, email sequences, calls, messengers. Value-first approach with TCO calculations and video reviews for specific facilities.

**WHAT IT GAVE:** Response to cold personalized messages — 28%. Video review of cabin "for your facility" increased engagement by 40%.

**WHY IT WAS NEEDED:** In the premium segment, decisions are made through trust and expertise, not discounts. Standard script gives 3% responses, personalized — 28%.

## 10. NEGOTIATIONS & NEEDS DISCOVERY

I use Market Mixology methodology: different approach for each segment. SPIN sales for identifying hidden needs, Challenger Sale for creating new ones. Based on OSINT Business Radar, I enter negotiations with information the client doesn't expect:

- "I know that your facility's designer specified [brand] — their delivery time is now 16 weeks, ours is 10. Is that critical for your schedule?"
- "Saw your residents' reviews for [facility] — complaints about elevator noise. The new series with gearless drive solves this problem"
- Don't ask "what do you need?" but "what shaft constraints does your facility have?", "what energy efficiency class is required by the project?"

**WHAT I DID:** SPIN + Challenger Sale + OSINT Business Radar. Entered negotiations with specific data on client's facility, competitive comparisons and calculations.

**WHAT IT GAVE:** Price stopped being the main factor in 70% of negotiations. Clients chose by expertise, timelines and reliability — which I proved with facts.

**WHY IT WAS NEEDED:** When you know the client's facility better than their competitors — you're no longer a salesperson, but a consultant. And consultants are trusted.

## 11. MANAGING THE DEAL TO CLOSE

In the elevator business, a deal goes through many stages: design, approval, tender, contract, advance payment. At each stage — its own stop factors:

Stage	My Actions
Design	Work with designer to ensure our equipment is specified in the project
Approval	Help with documentation for regulatory inspection and review
Tender	Prepare tender documentation, price justification, technical specifications
Contract	Coordinate legal approval, payment terms, warranties
Handover	If needed, transfer client to your team for detailed installation planning

**WHAT I DID:** Managed all decision points: designer, technical director, procurement, legal. Recorded statuses in CRM, escalated blockages.

**WHAT IT GAVE:** Share of closed deals from final proposals — 38%. Average deal cycle reduced by 15 days due to proactive work with documentation.

**WHY IT WAS NEEDED:** 80% of managers lose clients between "proposal sent" and "contract signed." I guide every deal through all approval stages to signing.

## 12. BIG TICKETS & STABLE FLOW

Focus — on large clients with regular object flow: developers with project portfolios, management companies with large housing stock, retail chain shopping centers. One such client = 5–15 elevators per year. I build long-term partnerships:

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- Construction cycle calendar: know when the client's next facility enters installation phase
- Predictive demand forecast: based on client's project portfolio
- Loyalty program: volume discounts, priority service, extended warranty

WHAT I DID: Focus on clients with project portfolios. Construction cycle calendar, predictive forecast, loyalty program.  
 WHAT IT GAVE: Repeat sales accounted for 55% of turnover. Average LTV of a large client — 8–15 elevators over 2 years.  
 WHY IT WAS NEEDED: Stability = predictability. One large developer equals 30 one-time orders.

### 13. CRM & AI AUTOMATION

CRM funnel by stages: contact → design → proposal → tender → approval → contract → installation. Set up AI bots for:

- Automatic reminders: "in 2 months your facility enters installation phase — prepare calculation?"
- Follow-up after sending proposal: series of 5 touchpoints over 3 weeks
- Tender monitoring: automatic notification of new procurement by keywords
- Predictive analytics: deal forecasting by funnel, closing probability, priority recommendations

WHAT I DID: CRM funnel with 7 stages. AI bots for follow-ups, tender monitoring and predictive analytics.  
 WHAT IT GAVE: Reduced manual tasks by 45%. No client "got lost" in the funnel. Deal forecast accuracy — 78%.  
 WHY IT WAS NEEDED: In the elevator business, deal cycle is months. Without automation, manager forgets, loses contact, misses tenders. With AI — system works 24/7.

### 14. COMPANY INTEGRATION

I work in parallel with your sales and project departments. All communications transparent, reporting — in CRM dashboards. I account for all four traffic streams:

Traffic Type	Description
Cold outbound	OSINT intelligence, outreach by database, cold calls and email sequences
Hot outbound	Working warm leads, repeat clients, up-sell on maintenance
Cold inbound	Applications from landings, contextual advertising, lead magnets
Hot inbound	Referrals, repeat inquiries, inbound from tender platforms

### 15. QUARTERLY PLAN

Month	Contacts	Dialogues	Meetings/Viewings	Proposals	Clients
Month 1	80	18	8	5	1
Month 2	100	25	12	9	3
Month 3	120	35	18	14	5

Scenario	New Clients/Quarter
Pessimistic	5–6
Realistic	9–10
Optimistic	14+

- Month 1 — product deep dive, database building, launch of OSINT monitoring of construction projects. First contacts and warming up
- Month 2 — active negotiations, equipment viewings, sending proposals with TCO calculations. Funnel building
- Month 3 — closing phase: tenders, approvals, contract signing. Repeat sales to first clients

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## 16. RESULTS

In three months, I built not just sales, but a system: from OSINT intelligence of construction projects to CRM management and AI funnel automation.

- ✓ Database of 640 valid contacts with direct DMs developed
- ✓ First contact to dialogue conversion — 14%, deal closing — 38%
- ✓ 3 landings created, contextual advertising and retargeting launched
- ✓ OSINT monitoring system for construction projects established
- ✓ Follow-up and tender monitoring automated via AI
- ✓ Repeatable B2B sales model formed for large tickets

This case was designed as real — for an active client in the "elevator equipment and service" segment. For commercial security and confidentiality reasons, some data has been slightly changed: certain figures, company names and geography have been adjusted. The work structure, methodology, tools used and sequence of stages reflect real experience and approach to building active B2B sales systems.

Want to build a system of active B2B sales?  
Bring me in — I'll launch sales in 4–6 weeks.  
Working in parallel with your team, recording everything in CRM.  
Don't need me — disconnect without risk.

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