

Welcome to

Advanced Textiles

EXPO

ORGANIZED BY 



Advanced Textiles

EXPO 2023



How To Double Your Quote Requests In 30-Days With Conversational Marketing

HAVE YOU EVER WONDERED?



What it would feel like to launch a new campaign and see massive results in your company immediately?



How you can send more three times as many sales opportunities to your reps/dealers?



What it would be like if you immediately doubled the effectiveness of all your marketing investments?



WOULD YOU LIKE ME TO **SHARE...**

1

How to cater to your
customers
communication
preferences?

2

How to become
available to your
customers 24/7?

3

How to Double your
inbound sales
inquiries?





IN A MOMENT YOU WILL DISCOVER...



Why being
proactive is better
than being reactive



Why showing up
where your
customers are is so
important



Why people prefer
to do business with
people



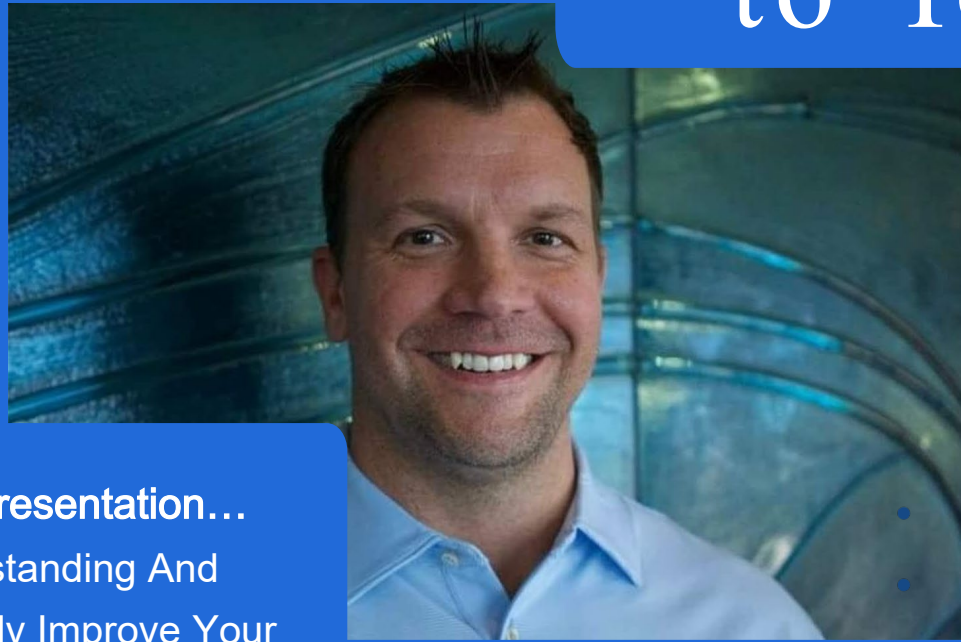
FREE E-BOOK!

A GUIDEBOOK TO
CONVERSATIONAL MARKETING

SEND YOUR CONTACT INFO TO:
NELSON@MANUFACTURINGCHATS.COM



My Promise
to You...



By The End Of This Presentation...
You'll Have The Understanding And
Direction To Immediately Improve Your
Company's Bottom Line Growth

THE PROBLEM IS ...

MISSED
OPPORTUNITIES



CUSTOMER
FRUSTRATION



TIME/ FOCUS



WASTED \$\$\$



WHY?



..are marketing
teams so busy?

WHY?

..do marketers often lose focus of the primary objective of their business?



WHY?

..97% of website visitors leave without taking action!!



WHY DIFFERENT *RESULTS?*



Everyone has a
marketing agency



Everyone has
website traffic



Everyone is
creating content







My Bio ...

- President of:



- Over \$1.6 Billion
Generated for Customers
- 2 Decades of Experience



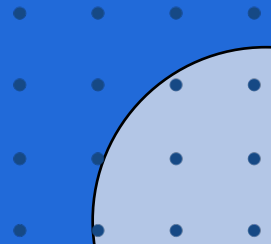
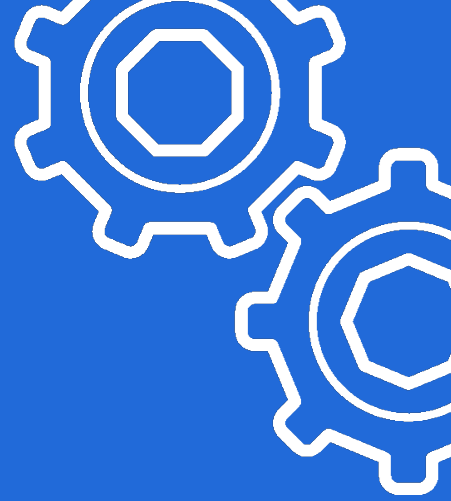
How It Started



MANUFACTURING CHATS

C++

```
1 #include<time.h>
2 #include<stdio.h>
3 int getthevalue();
4 void drawRectangle(int a, int b , int c, int d)
5 {
6     rectangle(a,b,c,d);
7 }
8 void main()
9 {
10     clrscr();
11     int i,j,a,x,y;
12
13     int interData[4][4];
14     randomize();
15     for(i=0;i<4;i++)
16     for(j=0;j<4;j++)
17     interData[i][j]=random(16);
18     x=3,y=3;
19     int gd=DETECT,gm;
20     initgraph(&gd,&gm,"C:\\TC\\bgi");
21     cout<<"Given here is the Number Puzzle";
22     cout<<" ";
23     for(i=0;i<4;i++)
24     {
25         cout<<" ";
26         for(j=0;j<4;j++)
```

21+

Years as a full service
B2B Digital Lead
Generation Agency

2017

Started offering
Chat as a stand
alone service

2022

Launched
Manufacturing Chats
Brand

94%

Retention Rate with
our Chat Customers




MANUFACTURING CHATS



(Live Agent) Calvin:
Thank you for visiting Morbern! How
can I help you today?





Human-Powered Live Chat
doesn't change your process;
it **improves** the way you do it.

● ● INTERESTED IN LEARNING ● ●

THE *6 SECRETS?*



SECRET 1

Digital Trade Show Booth

SECRET



MOVING MORE THAN MATERIALS

We Move Your Business Forward

Be Proactive

KEITH
MANUFACTURING CO

Glenn:
Thank you for visiting KEITH
Manufacturing Co! How can I help
you today?

Type here...

Powered By Interchange

Lacking the staff to monitor
incoming web forms and
follow up on troubleshooting



Laura Crocker
Media Director,
keithwalkingfloor.com

Customer service provided was as if it were from the internal team



Live Human-staffed Chat sped up the response process and is available 24/7



Laura Crocker
Media Director,
keithwalkingfloor.com

SECRET 3

LIMITED TIME OFFER

Buy Red Save Green

MFG Rebates — Up to \$750 Off!

LEARN MORE



Don't Put Up
Roadblocks

Cooper™ Cobots

POWER MIG® 215 MPi™

Ranger® Air 260MPX™

Chat

How can we help?
To start, tell us about yourself.

* First Name

* Last Name

* Email

Phone

* Request Type
MyLincoln Support

How can we help you?

* Contacting us on behalf of a business?

Start Chatting

Help us improve



SECRET 4

Hi there 🙌
How can we help?

Send us a message
We typically reply in a few minutes



Charging Forward
together.

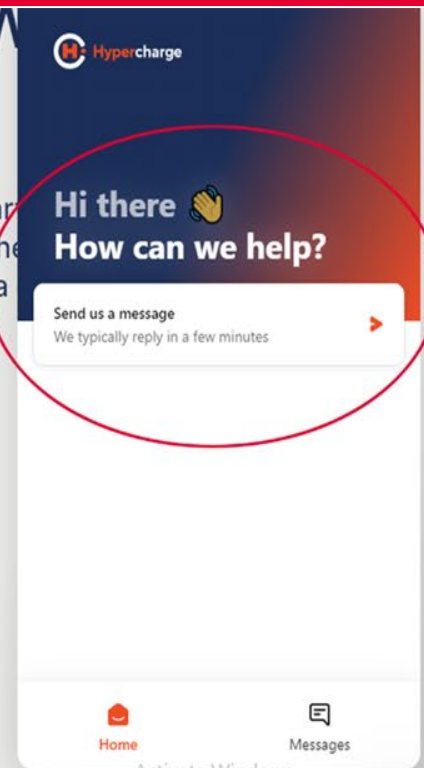
Hypercharge Networks provides smart solutions to help our partners grow their business while accelerating the shift towards a sustainable future.

Discover Our Turnkey Solutions

Proudly Powered by Hypercharge.



Be Available & Respond Quickly



Hi there 🙌
How can we help?

Send us a message
We typically reply in a few minutes



Home



Messages

Activate Windows
Go to Settings to activate Windows



Needing to increase
incoming lead count on a
weekly basis



Internal Chat staffing would
require full-time positions in
Customer Service



Pat Stapf
Marketing Manager,
Wildeck.com

FIND YOUR SPACE.™

Experts in facility safety and space utilization.

LEARN MORE



WILDECK



Glenn:

Hello! Welcome to Wildeck, how may I help you?

Visitor21250700:

hi, i'm looking for help with a multiple lift system for my client's facility

Sending

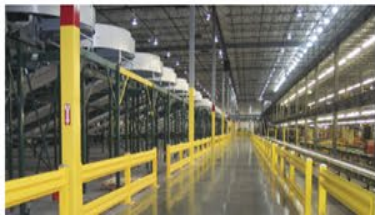
Glenn:

Let's help you with that.

Type here...



Powered By: Interchanges





20-30% increase in weekly
incoming leads and orders
placed



Live Human-staffed Chat
was simple to implement
and accommodating



Pat Stapf
Marketing Manager,
Wildeck.com

SECRET



Be Intentional With Chat
Routing and FUP

SECRET

6

Human Chats
>
Bot Chat



70%

Despite the rise of chatbots, 70% of consumers still prefer human agents to AI technologies.

(99Firms, 2020)

95%

95% of Consumers would rather have personalized live chat support, if this guarantees a better quality of customer service experience.

(Kayako, 2021)

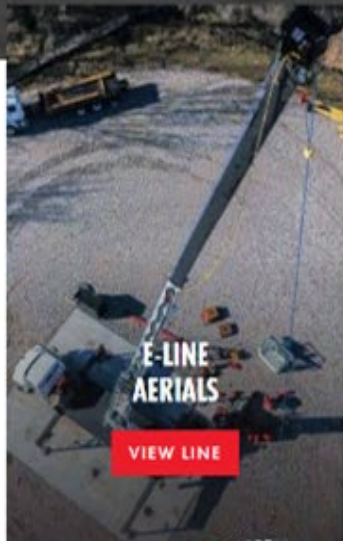
SERVING THE
INDUSTRY
SINCE
1948

BUILT FOR UTILIZATION

When you see the Elliott logo, you have a piece of equipment that is built using only the highest quality components and backed by the industry's most comprehensive warranty and a global service network. In other words, you have an investment in equipment that truly stands the test of time.

[INDUSTRY SOLUTIONS](#)[SALES/RENTAL/SERVICE](#)

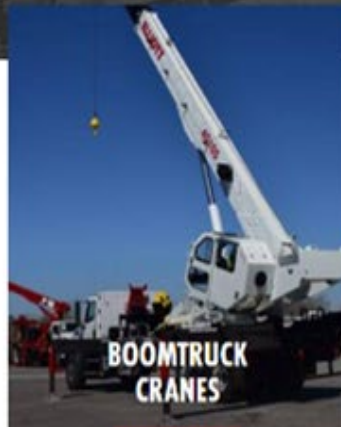
HIREACH
AERIALS

[VIEW LINE](#)

E-LINE
AERIALS

[VIEW LINE](#)

DIGGER
DERRICKS

[VIEW LINE](#)

BOOMTRUCK
CRANES

[VIEW LINE](#)**ELLIOTT**

Calvin:

Welcome to Elliott Equipment
Company. How can I help you today?

Powered By Dealertrac



Elliott Equipment

CASE STUDY

Had an automated chat bot
with lower quality chat
conversations



Not enough chat
conversations taking place
and converting



Jim Glazer
President & CEO,
elliotequip.com



Elliott Equipment

CASE STUDY

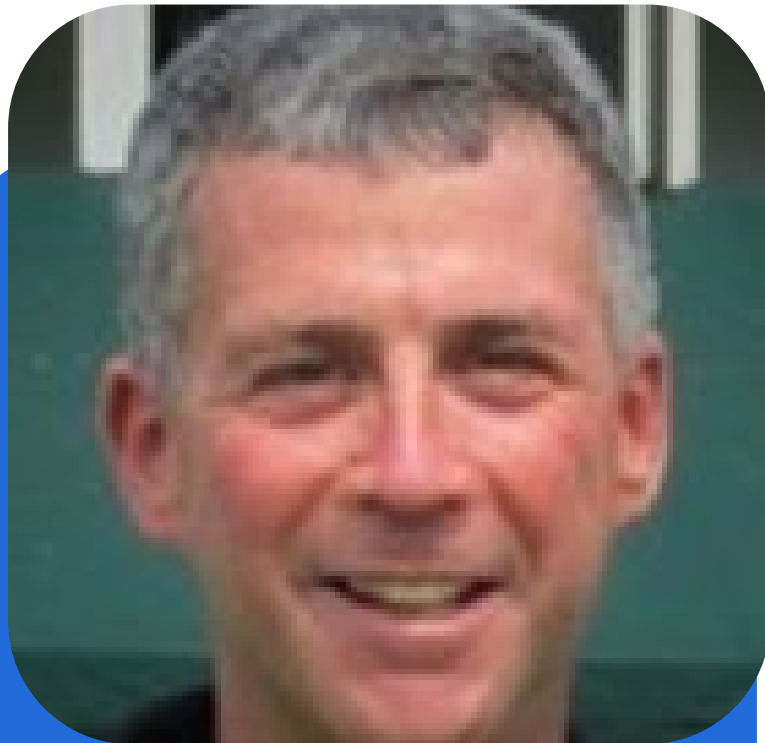
Live Human-staffed Chat
has increased customer
satisfaction



Live Human-staffed Chat
increased sales and quality
of chat conversations



Live Human-staffed Chat
helped us provide better
service and customer care



Jim Glazer
President & CEO,
elliotequip.com

ONCE AGAIN...

- ✔ Digital Trade Show Booth
- ✔ Be Proactive
- ✔ Don't Put Up Roadblocks
- ✔ Be Available and Respond Quickly
- ✔ Intentional with Chat Routing and FUP
- ✔ NO to Bots





WHO'S READY TO DOUBLE THEIR
QUOTE REQUESTS?



IMAGINETHIS

WHY DIFFERENT *RESULTS?*



Everyone has a
marketing agency



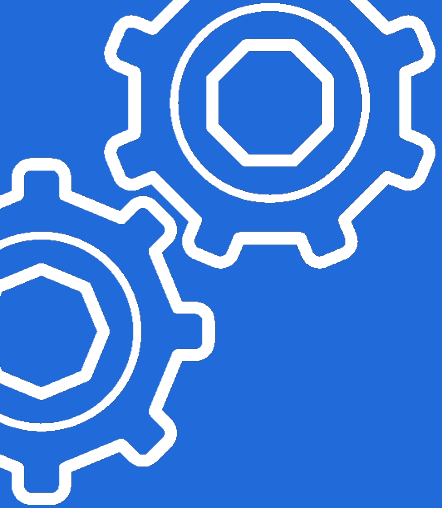
Everyone has
website traffic



Everyone is
creating content









What did you particularly enjoy about today's session? How was the material? What did you find of value? How did Nelson do as a presenter?

To whom may I attribute these comments? (Name and title please):

Would you like to discuss applying these concepts to your work?

Circle one: **YES** **NO**

Who should I contact? And at what phone number and/or email address?

WHO IS THIS FOR?

- Companies in growth mode
- Companies that want to maximize their current marketing efforts
- Companies looking to improve their overall customer experience

WHO IS THIS NOT FOR?

- If you can't invest 20-minutes to help with the set up
- Already have too many quote requests coming in and can't keep up with production
- Companies who have a very low average sale

BUILT AROUND YOU

14-Day FREE Test Run

Serving customers is ingrained in our culture. From design and engineering to manufacturing and

production to assembly and installation, we can help you solve your building and

manufacturing challenges quickly and cost-effectively.

PROSERIES >

READYSERIES >



Glenn
Operator



Glenn: Welcome to Bedford! How can I help you today?

Type here...

Powered By: ManufacturingChats

PROSERIES

ing and structural shapes to improve safety and even the most demanding environments?

PPROseries molded grating, pultruded grating, and angle, beams, rod and more

READYSERIES

Looking for a quick-ship, easy-to-install solution to meet your access and safety structure needs? Combine ReadySeries industrial platforms, mezzanines, catwalks, fixed ladders, handrails, guardrails, stairs, bridges and more for nearly





EXCLUSIVE

Receive a
30-Day FREE
Test Run

No Commitment.
No Credit Card.
No Catch.





BONUS

**720 HOURS
FOR FREE!**

No Commitment.
No Credit Card.
No Catch.





See you next year!

Advanced Textiles

EXPO

ORGANIZED BY ATA

Sept. 24–26, 2024 | Anaheim, CA USA

NELSON@MANUFACTURINGCHATS.COM

"One day, whether by catastrophe or just society's expiring fascination with bit and bytes, the **human factor** will come back into vogue again. Maybe, just maybe, by not allowing ourselves to be blindly swept away by a tide of automation, we can rekindle an interest in those wonderful qualities of the **human experience** that no computer will ever be able to emulate."

- *Shane Eric Mathias*





**MANUFACTURING
CHATS**