

# How to Meet the Expectations of Today's Machine Shop Customer to Sell More

written by Lauri Moon | January 4, 2021

Today's machine shop customers are accustomed to one-click shopping and next-day delivery in their personal life; they expect their preferred manufacturer to operate at a similar pace. Taking several days to return an RFQ won't cut it—speedy online transactions featuring instant quotes and sales are becoming the norm for shops looking to grow.

In this webinar, DigiFabster will discuss how you can quickly align your business and customer experience to capture these evolving customer demands and grow your business as a result.

## Agenda:

- What does today's machine shop customer expect?
- Pitfalls of increasing headcount to solve your sales bottleneck
- How incremental automation leads to growing sales and minimal disruption

## Presenter:

Peter van der Zouwen, Chief Product Officer, DigiFabster

Peter brings 25+ years of experience in manufacturing operations and consulting. Peter is self-proclaimed “naturally lazy”; therefore, he is fascinated by solving efficiency issues for manufacturers. Peter's view on the modern manufacturing process, “B2B Sales seems to be the last frontier in the ongoing move towards automation and digitalization. 3D printing and CNC are simply the most likely candidates for automated sales processes, but other industries will follow.”



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