BeatRoute

Understand Your
Dealers' Digital Persona

for Retail Success »»

Why This Matters

Your dealers' digital habits define how they:

- **Discover** your offers
- **Engage** with your sales team
- Place and **track** orders
- Give **feedback** or raise issues

Personalizing your approach to match their digital behavior = better adoption, better performance.

The Desktop-Driven Dealer

" _____

I run a full-fledged operation

- Uses desktop/laptop for ordering, accounting, emails
- Seeks rich dashboards, financial summaries

Great fit for desktop self-service portal

The Mobile-First Dealer

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My business is in my pocket

- Relies exclusively on mobile for everything
- Uses WhatsApp for most work communication
- Often multitasking while serving customers
- Sometimes, they are not tech savvy, but their family members or second generation help them in using the tech

*Your solution must be **tap-friendly**, simple, and instantly rewarding AKA WhatsApp-driven Dealer App*

The Hybrid Minimalist

> ## *I have a desktop, but my thumb does most of the work*

- Desktop used only for compliance tasks or bulk entries
- Loves alerts coming to his WhatsApp. Appreciates a few things getting solved by simply asking WhatsApp bot
- Comfortable with tech but values convenience

*Needs a **mobile-first experience with WhatsApp-driven Dealer App**, but with seamless fallback to desktop if needed*

What's *common* for all?

To improve adoption of your tech by dealers, you need to address their queries:

- Did my credit note get processed?

- Will my order be supplied in full?

- Can I use the brand's app for on-demand orders between sales rep visits?

- Will it help me ensure transparency in rewards and enable easy redemption?

- Can I view the trade schemes currently running?
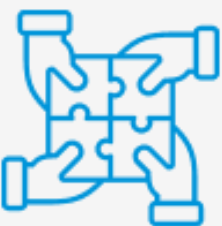
Why You Should *Care*

Tailoring your tech and sales enablement to these personas:

Boosts dealer satisfaction and usage

Reduces training and support effort

Drives better collaboration and sales alignment

Match your sales tech with dealer personas.

Let's Talk   **beatroute.io** →