Product Guide Concept Manual

> ⓘ Dear employee, partner or customer of excentos Guided Selling:
> **This short documentation describes how to develop, refine and specify a product guide concept.**

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- [Discuss Your Concept With excentos and Let the Guided Selling Gurus Optimize it](#)

Introduction

This is the **short documentation** to give you a starting point only. excentos developed a very detailed and in-depth process for product guide concept creation that is far more detailed than what you see here. This, however, takes some time to learn, a lot of experience and is our company expertise and thus not open to the public.

The process is based on **excentos extensive experience from plenty of projects in a wide range of product categories and millions of usage data records** from countless Product Guide sessions.

get involved
⭐ We're happy to **learn from your experience** what actually helped you creating great concepts, so let's keep in touch on ideas how to improve and streamline this process.

What is a Product Guide concept?

The Product Guide concept (or advisor concept), defines:

1. the **phases** of the user interface
2. the **questions and answer options**
3. the (dynamic) **question flow** between the phases/questions/answer options, i.e. which question/answer option is presented in response to user actions or product data
4. the intended **recommendation behavior** for each answer option and their combinations
5. the way how all of the above is **presented to the user** (i.e. content, images, user interface)

- [Do's and Don'ts](#)
- [Step by Step to Your Product Guide Concept](#)

Discuss Your Concept With excentos and Let the Guided Selling Gurus Optimize it 😊

> ⚠ **Get help and ideas!**
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> ✅ Of course, **excentos will be happy providing you with tips and tricks** on how to further optimize the Product Guide. It's really important for us to have great Product Guides out there. Just [Contact excentos Support](#), we're here to help!

Here are just some examples of our expertise to get the best out of your Product Guide and really optimize your Digital Sales:

- Is there a good **site integration** that guarantees that your users will **easily find the Product Guide** in the right situation?
- Do you get the most out of your **product data**? If not, what are the options and how can excentos support?
- How could we enhance the **user experience**?
- Will **every user of your target group** understand it? Does your concept speak the same language as the user?
- Are the phases and questions useful and to they provide a good **Advisor process**?
- Can we still **optimize the question flow**? Save time? Take out dependencies?
- Are there **too many/too few questions per phase**?

- How do we achieve **upselling**? Is there a **cross-selling potential** to increase shopping cart values and margins? How do we optimize your margins?
- How to get the most out of our **AI-based self-optimization features** to auto-optimize the sales performance?
- How do we achieve **sales-optimization** (i.e. sell the products you would like to sell according to your sales goals)?
- How do we market the **USPs of your products** (i.e. make sure every user understands and remembers the benefits and key arguments for your products)?