

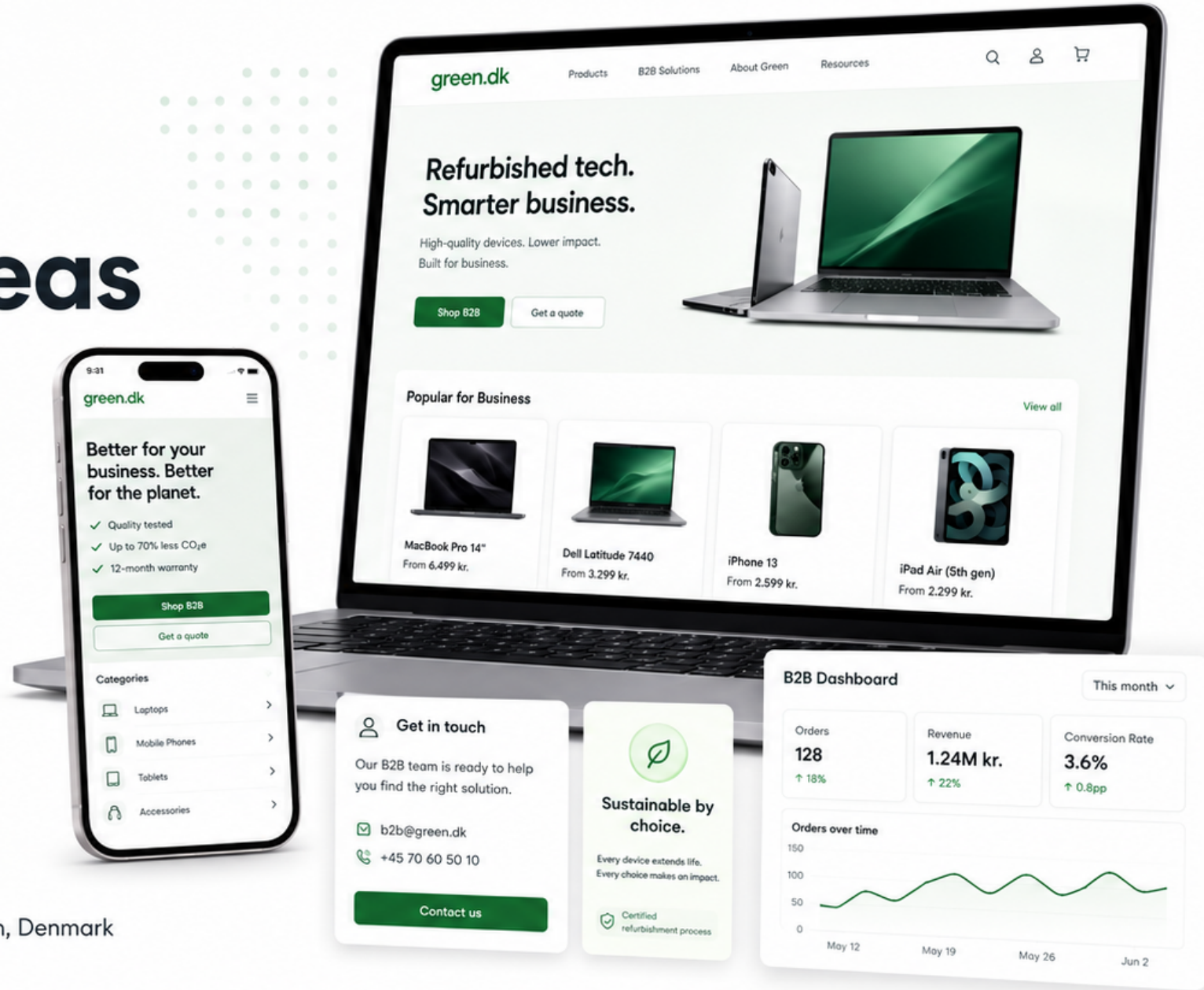
B2B Growth Ideas Presentation

Improving Green.dk's B2B Conversion

For Green Refurb / Green.dk

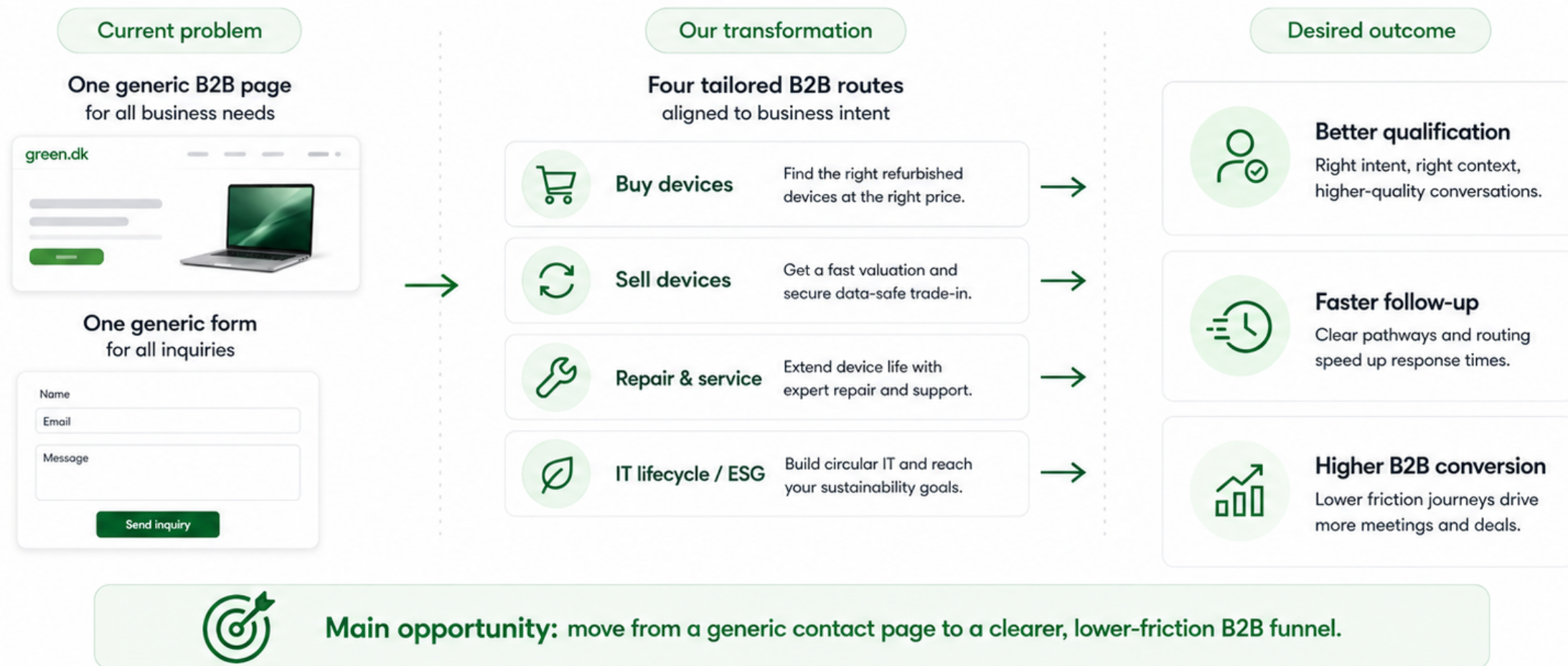


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Strategic Vision: Clearer B2B Paths, Stronger Trust

Segment intent, reduce friction, and increase qualified B2B leads



High-Impact Idea (1)

Reduce friction and qualify B2B leads earlier



Segment the B2B journey by intent



Idea

Create tailored B2B paths for Buy devices, Sell devices, Repair & service, and IT lifecycle / ESG.

Improve the lead form with company name, email-first contact, optional phone, and an optional text field for device quantity or needs.



User Pain

Different B2B visitors land on one generic form. Many only want a quick first contact or a simple explanation of their need, so mandatory phone and unclear routing can create hesitation.



Company Benefit

Better lead qualification, less manual back-and-forth, clearer routing to the right team, and higher conversion from visitor to qualified B2B lead.

What can we help you with?

Choose your intent to get a tailored experience.



Buy devices

Find and purchase refurbished tech.



Sell devices

Get a quote for your devices.



Repair & service

Get support and service options.



IT lifecycle / ESG

Sustainable IT for your business.

Get in touch

Tell us a bit about your business and needs.

Work Email *

name@company.com



Company *

Company name



Phone (optional)

+45 12 34 56 78

Quantity / Needs (optional)

E.g. 20 laptops, need data wipe service, or other specific needs...

Send request

Your information is secure and will only be used to help your request.

High-Impact Idea (2)

Speed up buyback deals and reduce manual quoting



Create a B2B bulk valuation flow



Idea

Let companies upload a device list or describe device type, volume, and condition to receive an initial valuation range before sales follow-up.

Support spreadsheet upload and clear next steps.



User Pain

Companies with many devices do not want a slow manual email process or unclear pricing. They want a quick estimate before investing time in a conversation.



Company Benefit

Higher-quality buyback leads, shorter time to quote, faster sales cycles, and structured information for the commercial team.

Bulk valuation

Upload a device list or tell us about your devices to get an initial valuation range.

1. Upload device list (optional)



Drag and drop your file here
or

[Choose file](#)

We support .xlsx, .csv files up to 25 MB.

2. Device category



Laptops



3. Quantity (approx.) ⓘ

250

4. Average condition ⓘ

Good



5. Additional notes (optional)

e.g. lease returns Q2, mixed brands, all devices functional

[Get initial valuation](#)



Your information is secure and will only be used to help your request.

Initial estimate

Based on the information provided

Estimated total value (DKK)

250.000 – 370.000 kr.

Estimated price per device

1.000 – 1.480 kr.



This is an indicative range. Final offer may vary after detailed review.

What happens next?



Your request is reviewed by our team



We contact you within 1 business day



Receive a final quote and next steps

[Continue to contact details](#)



No obligation. You are in control.

High-Impact Idea (3)

Reduce hesitation with stronger proof and clearer reassurance



Add B2B case studies, clearer explanation of data handling, an example ESG/reporting sample, and a response SLA such as 'Reply within 4 business hours'.



B2B buyers need evidence before sharing company devices, discussing budgets, or trusting a refurbishment partner with sensitive equipment and data.



More trust, fewer objections, stronger differentiation, and higher conversion from interested visitors to qualified leads.

Case study

Nordic IT Services A/S

Reduced IT hardware costs by 34% with refurbished devices from Green.dk.

34%
Cost savings

250+
Devices

6 months
Partnership

“Reliable equipment, transparent process, and fast support. Highly recommended.”
– IT Director

ESG / Reporting sample

CO₂e savings (Example)

12.4 tCO₂e

By choosing refurbished devices



Report contents

- ✓ Environmental impact overview
- ✓ Device lifecycle approach
- ✓ Data & methodology
- ✓ Downloadable PDF sample



Your data is safe with us



Secure data
wiping (NIST
800-88)



GDPR
compliant



ISO 27001
certified



Data handled
with care
and integrity



We reply within

4 business
hours

During business days ✓

High-Impact Idea (4)

Turn curiosity into intent with a quick value estimate

4



Add a B2B buyback calculator



Idea

Create a simple calculator: 'What is your unused IT worth?' Companies enter quantities such as 50 x iPhone 13, 20 x MacBook Air M1, and 15 x iPad to receive an estimated asset value range, estimated reusable share, and potential environmental impact.



User Pain

Without a quick estimate, buyers may not know whether a conversation is worth their time, so many high-intent visitors leave before contacting sales.



Company Benefit

Higher engagement, stronger inbound intent, better qualification, and more opportunities to convert device surplus into revenue.

What is your unused IT worth?

Enter your devices and quantities to get an instant estimate.

Device	Quantity	Condition	Unit estimate (DKK)	Total (DKK)	
iPhone 13	50	Good v	1,200–1,600	60,000–80,000	×
MacBook Air M1	20	Good v	2,500–3,200	50,000–64,000	×
iPad (9th gen)	15	Good v	900–1,400	13,500–21,000	×

+ Add another device

Estimated asset value

85–110k DKK



Estimated devices reusable

X%



Potential environmental impact

X



Estimates are based on market data and device condition.
Final offers may vary after inspection.

High-Impact Idea (5)

Make security and quality standards explicit



Build a stronger trust layer



Idea

Add a stronger B2B trust section with explicit messages around Denmark-based data handling, GDPR-aligned deletion, documented quality checks, warranty, and sample ESG / LCA proof.

Use competitor benchmarking only as inspiration for trust-building content.



User Pain

Companies worry about data leakage, device quality, and compliance risk. Generic trust statements are often not enough for larger or more risk-sensitive leads.



Company Benefit

Higher credibility, easier sales conversations, and better conversion from visitors who need strong proof before moving forward.



Proposed trust content



Data handled in Denmark

Your data is processed and stored in Denmark.



GDPR-aligned

GDPR-aligned deletion and data handling processes.



Quality checks

Documented quality checks for every refurbished device.



Warranty

Standard warranty on all refurbished devices.



ESG / LCA sample

Sample ESG impact and LCA data available for your reporting needs.

How I Would Prioritize

Balance quick wins, business impact, and delivery feasibility



Do Now

1

Segment B2B intent & optimize form

2

Add trust signals + response SLA

3

Instrument the B2B funnel



Do Next

4

Bulk valuation flow

5

Case studies + ESG sample

6

Lead routing & qualification fields



Strategic / Validate

7

B2B buyback calculator

8

B2B landing page SEO

9

Advanced trust / compliance content



My approach as a Growth Product Manager would be to combine discovery, business impact, and delivery feasibility — then turn ideas into measurable outcomes.



From ideas to adoption, retention, and expansion.

About Me & Proof of Impact

Growth Product Manager with 6+ years in IT



6+ years across Product and Project Management



Strong in product discovery, roadmap planning, backlog management, and prioritization



Data-driven and user-centered; comfortable with KPIs, A/B testing, and hypothesis validation



Experienced in stakeholder alignment, Agile delivery, and turning insights into execution



Focused on outcomes: growth, operational efficiency, and business impact

Selected Results



+12% conversion

Product improvement based on funnel insight



+50 successful transactions / month

Resolved a hidden critical funnel issue



~40 FTE hours saved / month

Reduced operational workload through problem resolution



110+ product ideas validated

Built a strong improvement backlog



73+ roadmap tasks

Structured a 2026 product roadmap

Additional results: CRM operator speed +18%, client satisfaction 97%, productivity +33%.



Why I Fit Green.dk

Outcome-focused product thinking for a practical B2B growth challenge



1. Outcome-driven growth

I focus on measurable product and business outcomes, not just ideas.



2. B2B funnel thinking

I can break down vague conversion problems into clear stages, hypotheses, and actions.



3. Structured discovery

I turn research, user pain, and business needs into prioritized improvements and experiments.



4. Hands-on execution

I work comfortably across analytics, documentation, stakeholder alignment, and AI-assisted workflows.

Thank you

I'd be glad to discuss how I can contribute to Green.dk's product and growth initiatives.



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From **B2B ideas** to measurable business outcomes.