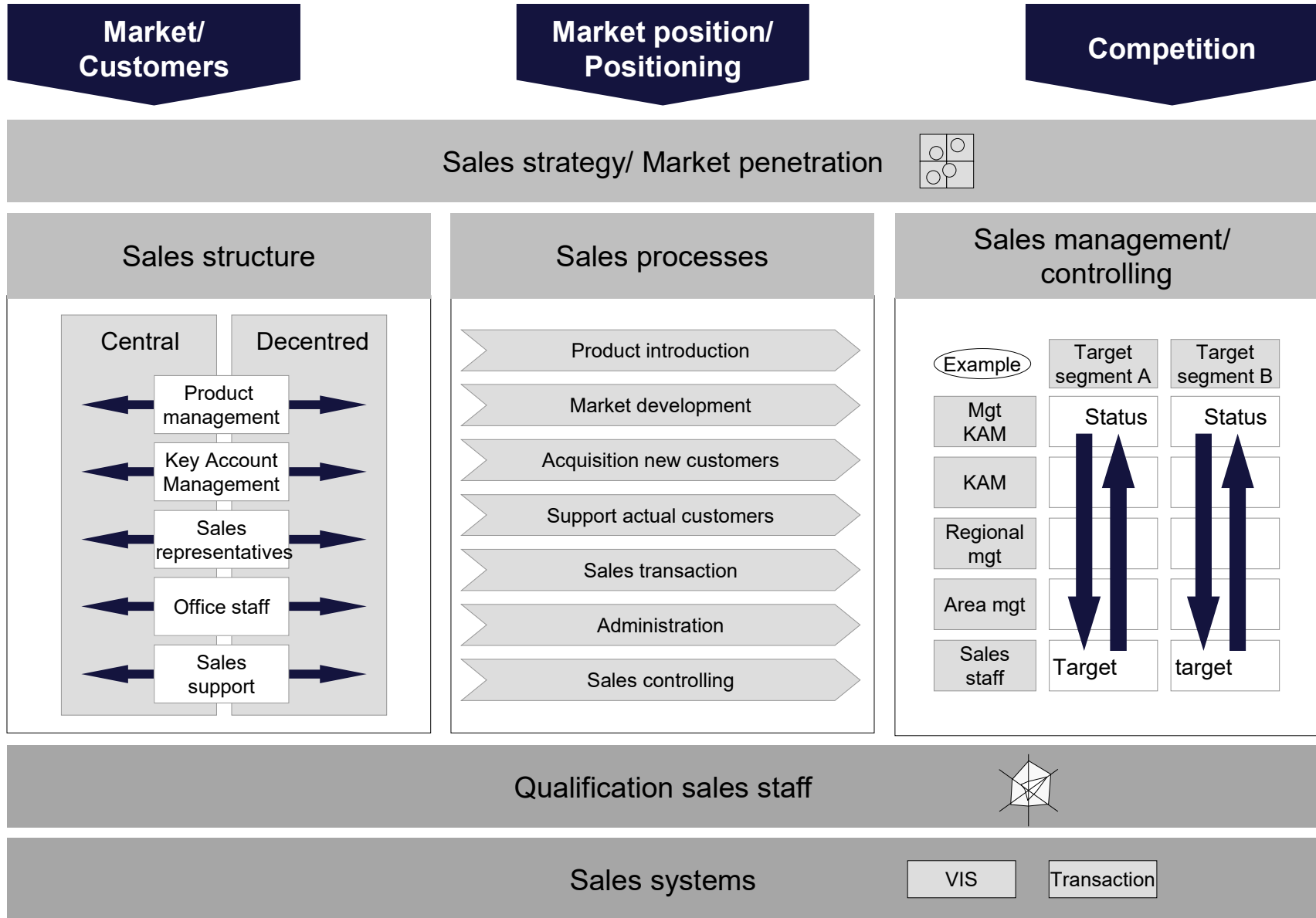




REALIGNMENT OF SALES

Approach to optimize market exploitation

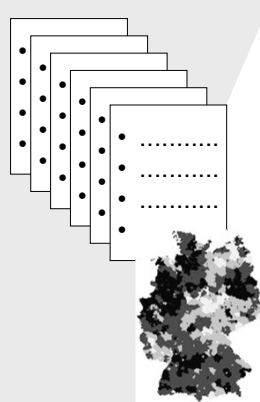
Holistic realignment of sales



Potential oriented supporting customers in sales

Sales strategy/ Market penetration

Identification of market potentials



- Market data
- Data associations/ IHK
- Customer survey
 - Buying habits
 - Desired services
- Competitors' data
- ...

- ▶ Market segmenting
- ▶ Analysis of market segments (Volumes, development, requirements, players etc.)
- ▶ Determination of Potential per segment
- ▶ Identification of potential target customers
- ▶ Definition of responsibilities for target customers

Analysis and classification of target customer

Customer profile

Customer profile	Key ratios	
	Turnover p.a.	870.000
	Share of turnover	35%
	Implementation potenti	2.500.000
	Headcount	...
	Competitors' products	...
	Main points of cooperation	...
<input type="checkbox"/> Service		
<input type="checkbox"/> Technology		
<input type="checkbox"/> Cash Process		
<input type="checkbox"/> Other		

Classification customers

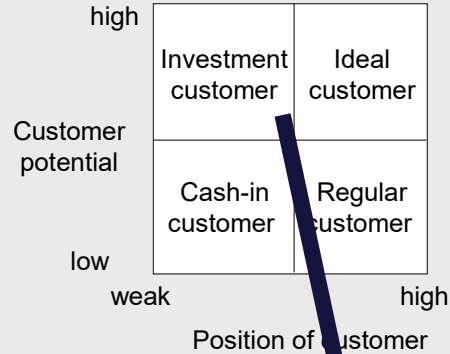
high	Investment customer	Ideal customer
low	Cash-in customer	Regular customer
	weak	strong
	Position of customer	

A systematic deduction of customer potentials is a condition for aim orientated sales

Potential oriented supporting customers in sales

Customer strategy/ Market penetration

Establish customer care concept by customer group



Investment customer

- Support via KAM
- Visits from KAM: 2-4x p.a.
- Research organisation through office staff (decision-makers, purchasing ,...)
- Mailings: 4x p.a.
- Promotional gifts
- Invitation to events

Developing individual acquisition concepts per target customer

Customer-specific sales planning

Customer			
Potential/ Target:			
Strategy/ Approach:			
	Measures	Who?	Date
1			
2			
3			

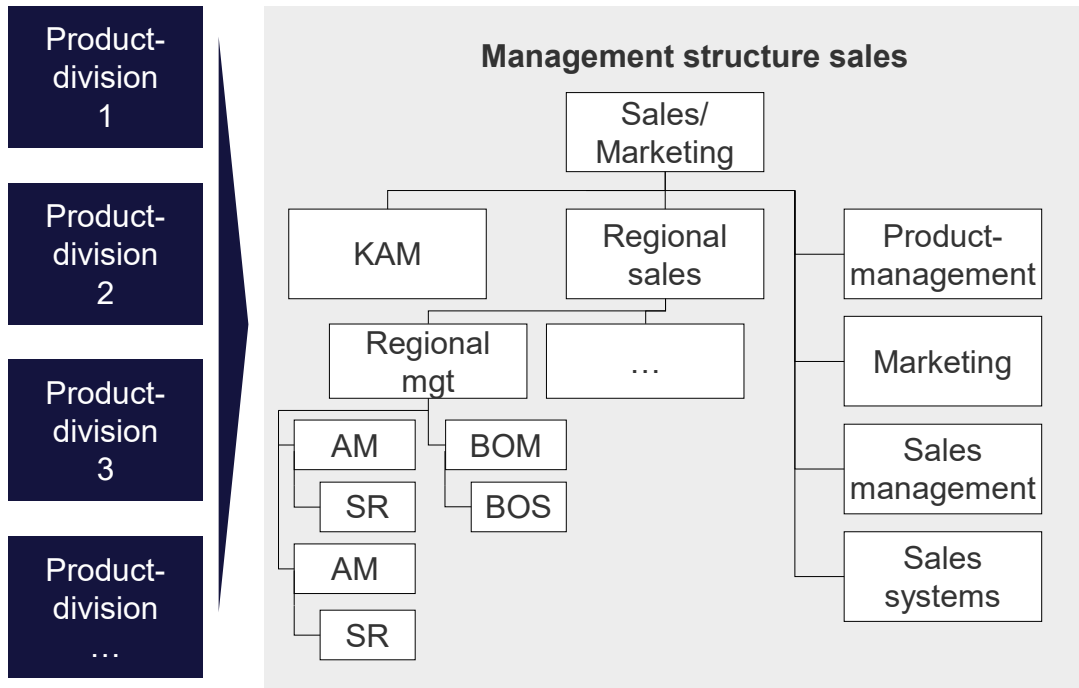
- ▶ Analysing actual situation
- ▶ Definition of target- full potentials
- ▶ Identification of approaches for acquisition
- ▶ Determination of acquisition approach
- ▶ Positioning of products/ performances
- ▶ Planning of support measures and scheduling

High effectiveness and full potential through aim orientated allocation of sales resources

Establishing a market and customer orientated sales structure

Sales structure

Sales structure (example)



Development lines for the sales structures

- Organisation per target group/ Market segments and products (Profit Centre)
- Separation Key Account Management from area sales and central support of Top-potential customers
- Potential orientated, homogeneous regional allocations
- in area sales (ensuring congruity after definition of areas)
- Separation of field and indoor services
- Creation of sales tandems
- Transfer of administrative tasks from field service to indoor service
- Centralisation of indoor service, i.e. on regional level
- Creation of inter- Profit Centre Selling Teams for Cross Selling
- Centralisation of responsibilities for product development and introduction
- Centralisation of support functions
- ...

AM: Area manager
 SR: Sales representative
 BOM: Back office manager
 BOS: Back office staff

Source: Admetam

Determining intra-group standards for sales processes

Sales process

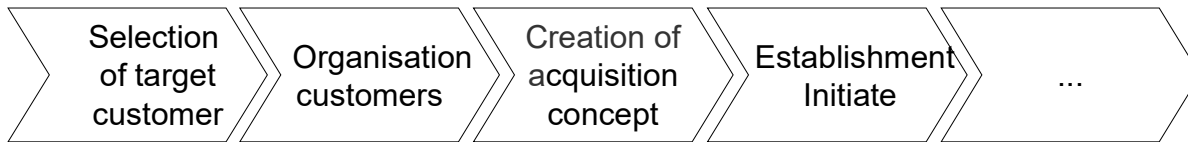
Process model sales (extract)

Development lines for sales processes

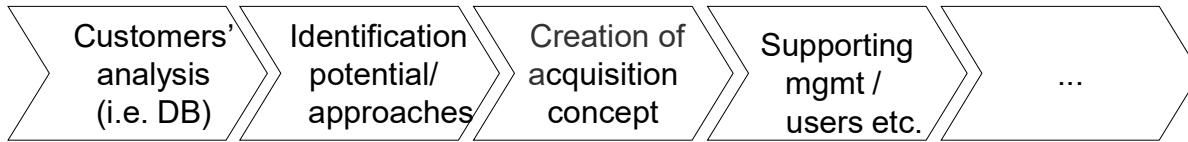
Market penetration



Acquisition of new customers



Support actual customers



Sales transaction



Intra-group standardised processes, methods and tools (KAM, areas)

Unequivocal delimitation between tasks, competencies and responsibilities

Clear specifications of roles and interfaces between Key Account Management, area sales, mgmt and support functions

Clear specifications of interfaces between sales and after-sales fields as production, service

Automated sales transactions for consequent optimisation of resources

Process-performance indicators for a sustainable efficiency improvement

...

ADMETAM-Publications

- We would like to have a formal presentation of the subject „Realignment of sales “

We are interested in other ADMETAM topics:

- Effective project management
- Strategic realignment

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