

*Multinational Food Process Engineering Company****Business Challenges***

- Increase the proportion of sales of “standardized solutions”
- Increase success rate on major bids
- Improve sales forecasting and tracking of sales progress

Initiatives

- Senior management interviewed to establish the level of expectations and commitment to sales support
- Intensive workshops aimed at developing skills strategies for global sales campaigns
- New sales models applied in the field and extensively monitored
- Sales Productivity project implemented with integrated training, coaching and performance tracking

Results

- Bid & Sales Costs reduced by an estimated 10% by better identification of unprofitable and uncompetitive situations
- Saved 15,000 engineering hours in first year
- Identified characteristics of “Wins & Losses”
- Based on the above characteristics developed an international key Account Planning system.

Update

The project was successfully concluded within 3 years and ahead of schedule.