



Customer Reference Story

→ Situation

Chief Executive Officer, European Diversified Multinational

→ Critical Issue

Improving the Efficacy of there Major Customer Sales Process, optimising the likelihood of them winning these Strategic Customers.

→ Reason

As part of their global growth strategy, they have been trying to improve there market position in Asia-Pacific, but improvements have been slow but steady. Wanting to increase there 'win rate' with major customers, the CEO felt he needed a 'fresh approach' to business development.

→ Capability

He said they needed a quick and robust, business development process, which was focused on 'win – win' solutions and a unique value proposition. He was looking for processes, tools and coaching to focus his existing business development team in a difference way of thinking and behaving to maximize the likelihood of winning these customers of strategic significance.

→ We Provided

Our **Sales Effectiveness offer** / capability, enabled them to quickly determine customer behavior, influencers and decision makers, tangible and intangible value, value adding opportunities, as well as risks and package these into a unique value proposition and a win-win deal.

→ Result

2 Million dollars per annum of Strategic Business was secured.

These results were achieved within twelve (12) months of being commissioned with this project at a total cost which is insignificant when compared to the value delivered.