



# CASE STUDY

## SMARTinSALES

### Machinery and plant engineering



## AT A GLANCE

### Initial situation customer side

- Machinery/Plant engineering
- Sales > 800 million
- EBIT 31.08 million (< 4%)
- Product/solution portfolio 80-90% comparable with competition
- Average price competitiveness
- Average sales costs/project €36,000
- 210 sales-related employees involved

### Project occasion:

Original topic: Workshops on Account Management

### Fields of action:

- There was a defined, but not lived sales process
- No common approach of the teams
- Poor project qualification (only technical) => poor closing rate, high costs
- Insufficient connection to the buying center (contact person at the customer)
- Insufficient adaptation of offers to contact persons
- VP had no added value for the customer
- Selling too often on technical "superiority" instead of on business value or financially
- Inadequate funnel management by executives, intervention in the "wrong" projects

## Success factors

- Development of a Sales Engagement Kit (process, pragmatic tools, competence building) along the Sales Process with 3 levels of action:
- Sales Management (Funnel Management, Coaching, No-Go Decisions)
- Opportunity Management (Buying Center, Value Propositions, Action Planning)
- Customer Contact (Value Added Documents, Need/Benefit Questions, Negotiations)
- The implementation took place over 12 months with workshops, implementation support and implementation with management and sales team.

## Project Result

Customer increases its EBIT by EURO 2.15 million through improved sales management and a differentiating sales process. This corresponds to an increase in sales of EURO 51 million.



*The project with blue frog - now CEVEYCONSULTING - has had more impact on our success over the last 24 months than any other internal project, including new products!*

### CSO

Hidden Champion, Maschinen- / Anlagenbau

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