

Sales Support – Distribution of contract services in the mechanical engineering and raw materials sector



Task

The company was experiencing staff shortages, capacity deficits in distribution and having difficulty overcoming market entry barriers.

We were to take over the distribution of contract services within the framework of sales support for a defined period.

Objective

To significantly increase sales, generate customers and ensure long-term growth of the unit within the company.

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Methods

- ◆ Review existing sales channels, the current distribution strategy and the key accounts.
- ◆ Revise and optimize the distribution structure as required.
- ◆ Create a strategy for attracting new clients.
- ◆ Provide an active and professional telephone and personal customer acquisition technique to build up the customer base. In addition, provide customer service support.
- ◆ Give professional advice for potential and existing customers with investment projects relying on capital equipment purchases.

Result

Both in the resources sector and in the distribution of contract services for manufacturers of machinery and equipment we contributed to significant sales increases. We were able to overcome customer acquisition barriers to generate sales, which the company's internal sales team were unable to accomplish. We built a solid customer base and were able to transfer business leads to the appropriate clients for further follow-up.