

Sales strategy– Organization of a sales department that is aligned to the needs of the market for a raw material producer



Task

Due to the strong growth in a sub-area, it has become necessary to restructure the organization and create new business targets.

Due to the company's good reputation in the market, sales to existing customers were strong but new customers were difficult to reach.

In order to reach the company's targeted sales growth expectations, the company needed to find new customers in an increasingly competitive environment.

Objective

Transform and implement organizational structure to the company's existing distribution network based on the current market dynamics.

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Methods

The reconstruction of the distribution structure needs to occur in three phases:

- Phase 1: Recording of the current situation and objectives for the future structure, that means analysis of existing structures and draft creation of the new organizational structure.
- Phase 2: Definition and determination of the functions and processes by defining and naming future targets and result oriented business processes.
- Phase 3: Implementing the new structures by realising the previously determined new organization based on coaching activities, creation and implementation of a sales manual (separate project).

Result

As a result, the company received a new organizational structure in which the ideal processes for the sales organization, "Act, do not react", could be implemented in the market, resulting in higher efficiency in market cultivation.