

## Task

An initial market analysis for a mechanical engineering company that manufactures sophisticated mechanical processing equipment showed significant potential in certain segments of the raw material production industry and in food and cosmetics production. Since this is a new area for the company, they had very few contacts within these industries. In addition, the current sales staff possessed very little background knowledge of the industry. An initiation of contacts and following new orders should be prepared by the professional staff of Spiegel & Team GmbH & Co KG.

The reason for the decision against a conventional call centre ("everything" is offered, but without background knowledge), was primarily that our employees are well informed and able to answer fundamental questions of potential customers related to the machines or the technology behind it. These initial sales calls may lead target-oriented because of the caller's education and previous experience.

# Distribution support for a machine producer entering a new market segment



## Objective

Develop sales leads through professional initial consultation and prepare a formal technology presentation with potential customers to generate orders and to circumvent possible weaknesses in the company's current knowledge base.

## Methods

- ◆ Create a database of potential customers.
- ◆ Prepare a telephone sales pitch and presentation of the products.
- ◆ Meet with some customers on site, if there appears to be real interest.
- ◆ Initiate the first customer-supplier-contacts.

## Result

Preparation of a list of potential buyers segmented into those only interested in a presentation of the portfolio and those that had already made specific inquiries.

Initiation of the first orders for the company. Establishing the company in the food supplier segment and getting an increase of its presence in the market.