

Globally efficient sales:

Meet increasing customer expectations with innovative services

Recognising challenges as opportunities

Markets without frontiers, continually growing international competition, increasing costs for raw materials and energy, falling margins for new products – how does your marketing strategy handle the challenges of the global market?

Infoman CRM Consulting Sales

Solution-oriented sales.
Your CRM benefits at a glance.

- Early identification of/response to market changes
- Efficient, international market cultivation
- Competitive edge through solution-oriented sales
- Expert, motivated sales staff
- Setup and expansion of an informative sales analysis system (Pipeline Performance Management)
- Successful key-account and global-account management
- Identifying and harnessing cross-selling potential

Win profitable customers and cultivate relationships with them.

Make an impression with innovative solutions – integrated Customer Relationship Management will help you do this. The key to success lies in a customer-focused sales strategy that makes customer benefits the primary factor in sales activities. Strong networking with marketing and service also guarantees 360-degree customer targeting. The better coordinated and dovetailed all the individual measures are with each other, the more significantly your sales opportunities increase.

Tailor-made CRM

- Optimisation of the international sales network taking into account branches, dealers, partners
- Benchmark for sales organisation, both internally and with other companies
- Setup and expansion of a performance measurement system for sales taking into account the sales funnel and KPIs
- Establishing a planning system with target/actual analysis based on rolling monthly and yearly planning
- Optimisation of key account management with sales activities geared towards profitable customers, developing a corresponding incentive system
- Changeover from product sales to solution sales with identification of the need for change, design of training measures
- Development of a professional career model with setup of training programmes, operationalisation of sales targets
- Identification and handling of sales potential with sales opportunity management, cooperative handling and boosting of active selling time
- Change management with design of measures and implementation support

Infoman CRM Consulting

As the leading CRM consulting and solution provider for machine and plant manufacturers, Infoman CRM Consulting supports you with its commitment to innovation, integration and partnership. With its strong technical and industry knowledge, our consultant team uses scientific

consulting and solution methods and extensive “best practice” expertise. Infoman CRM Consulting is an active member of the VDMA (German Engineering Federation) with a commitment to German and European research.

Our CRM marketing building blocks for your success.

