

CASE STUDY

How we helped one of Europe's industry-leading companies.

INCREASE OF TOP LINE

We implemented MySalesDNA, our top-notch sales toolbox, and revolutionized their sales approach. Together we mapped the entire market, identified opportunities, and monitored the hit rate of offers. Our real-time tracking enabled them to effectively manage leads and close deals faster than ever before. Through in-depth analysis, we were able to pinpoint underserved markets and develop customized strategies to increase market share.

INCREASE OF BOTTOM LINE

MySalesDNA creates full transparency for customer profitability, cost positions and pricing. We uncovered profitability leakages, optimized pricing, and renegotiated contracts. Ultimately, we improved profit margins by 5% across the business. Our spot-on analytics were a true game-changer for decision makers.

HIGH IMPACT COACHINGS

Only humans create ultimate results by taking action. During our high impact coachings we shaped customer-specific strategies. We applied our unique recipe and concept: Data, tools, insights, and experience from the sales representative mixed with our outside-in approach from our industry-experienced coaches. We funnel ideas down to actions that create results.

Interested to learn more?

CPM PERFORMANCE ENGINE AT A GLANCE

You Get:

- The leading strategic toolkit for commercial excellence - MY Sales DNA
- Full data transparency
- High-Impact coachings

We assist you before, during, and after the implementation phase.

Improve your margins by at least 3%, just like our industry-leading clients.

Benefit from:

- A proven concept
- A reliable partner
- Fast implementation

Visit cpm-group.at/performance-engine for more info!