

## CASE STUDY

# Kramp Way of Selling



As a one-stop supplier of spare parts, technical services and business solutions, Kramp is the essential partner in the agricultural parts & accessories market by having a strong presence in all relevant channels for our customers.

With 21 sales offices, 10 distribution centres, and 2600 employees throughout Europe Kramp ensures that their customers can always find the right spare parts, wherever they are.

## THE CHALLENGE

**The ambition is to be the first choice as a strategic partner for all its customers, and Kramp identified the following objectives to enable further development and growth of the organization:**

- Market Leadership
- Differentiate from competition in a market with increasing price pressure and market transparency
- Transition from product and price towards a value focused approach
- Increase the value for customers (and Kramp) by selling added value Kramp solutions and concepts
- Growth in all product and customer groups

**As a consequence, the sales force needed to change, and start to:**

- Communicate new and different sales messages
- Apply aligned and improved sales methods ("what to do") and behavior ("how to do") and become business partners with a more pro-active, strategic and customer-value focus.
- Increase productivity

**Kramp chose Mercuri as their partner to implement these changes.**

## OUR SOLUTION

Together with Kramp Management, Mercuri designed the future 'Kramp Way of Selling' that included the key buying and selling processes, roles & profiles and tools.

After an analysis of sales capabilities and best practices in the different countries and an online competence evaluation of all sales staff and managers, a 3-year training program for the different sales roles (Sales Management, Account Management, Product Specialists, and Customer Specialist) was defined.

Local Managers and Consultants have been trained on the programs and local deployment of the sales development program was planned in close cooperation with local and central Managers and Consultants.

## THE RESULT

Clarity and alignment about expected way of working in existing and new countries.

Improved relationships and new opportunities with the new and existing customers.

Growth in line with ambitions as defined before the cooperation.

A Group wide structure and sales methodology that is becoming the sales DNA.

## TESTIMONIAL

It was essential to Kramp that we developed a new way of selling to give us a leading position and become business partners to our customers. Mercuri were instrumental in guiding and training us to The Kramp Way of Selling that now makes our sales team a USP for our customers.

— **Julian Thompson**, Sales Academy Manager Kramp Groep