

wilo



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# Wilo case study

# From a product provider to a solution provider

The Wilo Group is one of the world's leading suppliers of high-quality pumps and pumping systems for the water cycle, industrial and residential construction markets.

Today, Wilo employs around 8,000 people worldwide. With innovative solutions, intelligent products, and dedicated services, Wilo is a partner for climate-friendly fluid transfer solutions with low energy consumption, low carbon impact and short cycle times.

Wilo is the digital pioneer in the industry thanks to their technical products and solutions, manufacturing processes and business models.

## The challenge

The purchasing environment is changing, which has made it necessary to consider a specific sales approach that enables Wilo to distinguish itself from the competition.

In addition, the company is focusing on developing in the three different areas:

- Equipment.
- On-board intelligence systems and the use of digital tools.
- Associated services (assistance, maintenance, various services, etc.): "Full Liner Service" and "Preferred Solution Partner".

The Wilo logo is displayed in a bold, teal, lowercase sans-serif font.

## The objective

Nicolas Zennaro, Wilo's Sales Director for France Industry/EMO/Water Cycle/Caribbean/Guyana, explains that "the Sector Managers, who often have very technical profiles, are very comfortable with the products and have a good grasp of their contours. On the other hand, it was essential to professionalise the sales approach in order to have a more global coverage of the customers' needs. We also wanted to standardise sales practices in our various markets.

Salespeople tended to move quickly through the product presentation, sensing customers' needs sometimes even before they could really express them."

The idea of this training was therefore to help salespeople move from "product" selling to value selling, thereby enabling them to approach the offer more widely.

## Our solution

Mercuri International's support took place in the form of several two-day training sessions.

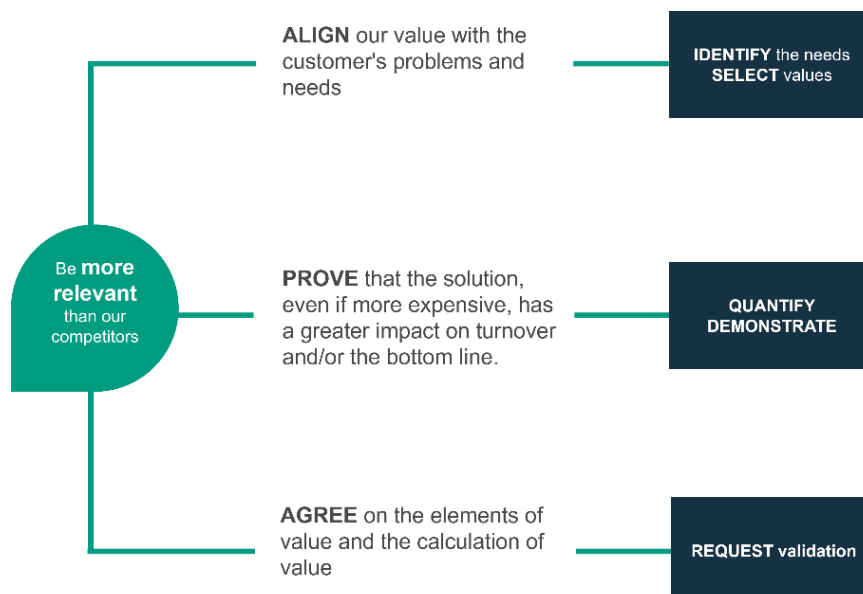
Sébastien Riehl, who accompanied the process at Wilo, explains that: "Selling value and meeting the customer's needs as closely as possible requires respecting and integrating the following three points, which are the elements that have structured the approach of the seminar that we have built.

Sébastien Riehl adds: "In order to provide the best possible support to customers, the SRs have worked on the way of dealing with the various contacts that make up the value chain.



"It was essential to get our clients to talk more to us in order to better respond to their challenges."

- Nicolas Zennaro  
Sales Director Industry, OEM, Water Management West Indies-Guyana  
WILO France SAS





### Training to encourage sharing and mutual support between markets

The training session led by Sébastien Riehl brought together both the Industry/EMO/Water Cycle SRs and the Building SRs: "The role-play during the training session was extremely interesting and rich: depending on the expertise of each person and the sensitivity of each population, very interesting ideas came out."

### Participants say ...

"Very good experience that allows me to target my points of improvement and changes my vision on a customer visit"

"Very important training"

"Training delivered in the context of a major change in our clients' standards and organization"

## 90 NPS SCORE





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