

## Increased efficiency in global sales through structure & process optimisation plus capacity adjustment

The reduction of sales locations and process optimisations made it possible to adjust capacity, enabling the company to achieve significant cost savings and efficiency gains w/o losing sales volume

### challenge

- The company was facing problems in global sales: inefficient sales processes, untapped market potential and a high-cost base
- Inefficient distribution of tasks and high costs due to many international sales locations and employees
- A lot of manual sales work and no use of digital solutions
- Only basic sales management based on isolated IT systems

### approach

- Closure of inefficient offices in countries without sufficient market potential
- Introduction of new sales tools and optimisation of processes to increase efficiency.
- Introduction of a CRM system and other digital applications for pipeline management, for example
- Consolidation of offices and establishment of sales hubs.
- Capacity adjustment

### result

- Savings of several million euros through staff reduction and process optimisation
- Increasing regional focus and management by combining similar areas (DACH, Asia, etc.)
- 10% increase in sales efficiency through new tools and standardised processes