

TOP PERFORMANCE AT A GLANCE WITH THE «PROFIT MACHINE»

IMAGINE HOW GREAT IT WOULD BE ...

- > ... to know who is the right customer
- > ... to know the total purchase volume of each customer
- > ... to know your share per customer
- > ... to know the right way to gain more shares
- > ... to have the full transparency on what to realistically achieve at the end of the year
- > ... to know whether the sales reps invest their time in the right customers?

TOTAL PURCHASE VOLUME OF ONE OF YOUR CUSTOMERS:



This can really happen with the “profit machine” through customer insights & right resource allocation:

- > Increase profit through «transparency»: get all necessary insights about total purchase volume of each customer (Potential) and your share per customer (Intimacy Degree or Share of Wallet)
- > You will know the «right» customers to be developed
- > Know how much you can “sell” individually per customer
- > Have the right campaigns to develop customers: optimized investments
- > Know how to organize the sales force effectively: ideal resource allocation
- > One language → satisfied sales people and back office

2 The questions which should follow:

- > Have we got suitable campaigns to develop our clients?
- > How do we win our involved people?
- > How do we effectively utilize our CRM and IT systems?
- > Are we able to achieve more with the same resources & headcounts?
- > Where are the hidden potentials for performance boosts?
- > How can implementation be done so we can focus on our daily business and not be distracted?

3 Would you like to speak us?

- > In-house seminars for know-how transfer?
- > Health check with our opportunity barometer?
- > Potential for improvement?

Your partners:

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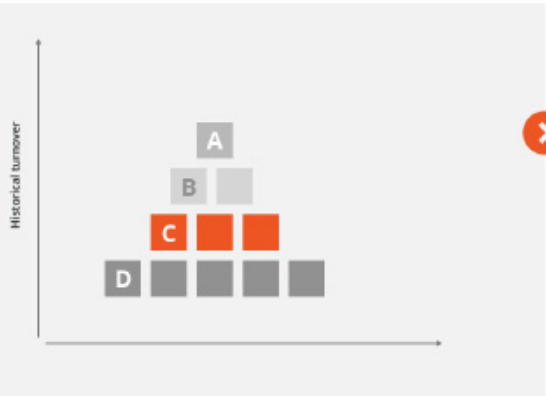
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Or via this QR-code:



From classical PYRAMID view to ...



... «exploit potential» view



HOW DO WE DO THAT?

Step 1 DEFINE POTENTIAL

Step 2 CALCULATE SHARE PER CUSTOMER

Step 3 DEFINE YOUR SALES STRATEGY

HIGH POTENTIAL



Step 1

13.552	5	euro/yr
6.638	4	euro/yr
4.730	3	euro/yr
3.352	2	euro/yr
1.240	1	euro/yr

LOW POTENTIAL



Observe 18%

Brand xyz – Matrix pharmacies 2014

Gain Build Defend

8	18	21	18	10	29
0	541	1'245	2'004	2'805	4'871
0	11'292	25'531	22'288	0	218'694
24	42	75	69	41	43
0	265	610	981	1'374	2'386
0	10'857	44'939	66'831	56'082	98'982
74	57	111	116	45	44
0	189	435	699	979	1'700
0	11'599	46'416	81'208	43'376	64'794
183	77	170	116	82	60
0	134	308	496	694	1'205
0	9'723	52'920	59'235	57'012	63'370
1'400	83	176	129	100	246

> 20% sales plus

Target: Exploit potential
↑ increase your share!

Step 2

Heiko Rosenbohm

During the last 17 years he has served in various senior management capacities (marketing, sales, logistics, IT & business development) at



European blue-chip corporations and brings a rich experience background in marketing and sales of effectiveness services into the equation.

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