

Sales Process Automation Concept

Sales Process Automation Concept for Door and Window manufacturers

Different demands and extremely numerous variants will cost big money for door and window manufacturers. Your best sales reps are bound to the office instead of being out there and create business. Poor product information and limited technical sales mean lost business and lost market share.

Case: Elitfönster

Elitfönster is Sweden's largest window manufacturer. It manufactures windows and window doors for both consumers as professional market. Elitfönster included in Inwido Group.

Elitfönster is in the forefront of environmental efforts and has throughout history, contributed to most major product innovations in the industry. Among other things, the company is a leader in the development of energy efficient windows.

Elitfönster's sales force is now more efficient in its processing of potential customers, while service to existing maintained at a high level. Managing visit reports and offers easy to use and familiar tools such as Microsoft Outlook provides an increased number of closed. Sell aid makes it easier for sellers without being a control function.

Customer needs

Different demands and extremely numerous variants will cost big money for door and window manufacturers. The best sales reps are bound to the office instead of being out there and create business. Poor product information and limited technical sales often means lost business and lost market share.

In most respects, Elitfönster is working as most others in the industry, ie through various sales channels and business lines. On the consumer side they sell through retailers, but they also work closely with home manufacturers where doors and windows are delivered directly into the their production lines.

Of course Elitfönster works also at construction sites via small and large construction companies, such as Skanska, NCC and Peab, both in new construction and renovations. In addition, Elitfönster is selling a significant part of exports. Overall, this heterogeneous distribution channel where the stakes are high because the sales process is very different between the various business areas.

Products in the doors and windows industry creates challenges in itself. A window or a door can be obtained in extremely many variations just by changing, for example, size, number of air, color, and shape. When these are then sold via completely different business areas it rises also high demands on a CRM tool for the sales organization.

Solution

Microsoft Dynamics CRM provides a complete and strong support for both the different sales processes and business areas.

"We were in great need to give our sales reps a tool to effectively process and maintain high service levels to our customers while maintaining a good follow-up was missing," says Peter Isaksson, business manager at Elitfönster.

Peter continues: "Some of the most requested tools were able to register visit reports, quotes and thereby obtain an increased number of closed deals. We also wanted to see what type of customer or business that would be a priority. We were looking for an opportunity where sales support would make it easier for our man and not be a control system".

"The positive effects need not take a long time," said Stefan Johansson, CEO of CRM Competence. "With the Best Practice for the industry and with full focus from customer management to actually achieve major positive effect, you can quickly reap benefits that are crucial for the customer's competitiveness," says Stefan.

"An immediate effect was the follow-up of offers that quickly resulted in the results," says Peter Isaksson at Elitfönster, which also owns the project manager role for the CRM project in the company.

At CRM Competence we understand your industry and your environment. You never need to explain what is special in your business - we already know. With "Best Practice" for your industry as a basis, we do the final small adjustments as needed to suit your business, and you're running. To give you business benefits provides a competitive advantage before your competitors in your industry.

For more information, please contact CRM Competence

CRM Competence Group Nordic AB
HQ: Kungsgatan 5
SE-352 30 Växjö Sweden

phone +46 470 374 50
email stefan.johansson@crm-group.se

web www.crmcompetence.se