



# Andreas Walbrodt

Technology & Interim Management

## PROJECT



Post-merger integration and restructuring of a sales unit.

International testing service provider based in North Rhine-Westphalia,

## MAIN FOCUS



Post Merger Sales Transformation

## INDUSTRY



Services

## TIME FRAME



9 month

## DIRECT TEAM



27

## STARTING POINT

The company had grown significantly over the years through acquisitions and had several overlapping, partly competitive, sales structures and sales models. The task was to create a target concept for future sales and to implement it. An industry-focused model was decided upon, as complex solutions were to be placed more successfully with dedicated customers (Industry Key Account Model). Furthermore, the new sales organisation had to come together as a team and grow together.

## ROLE & TASKS

Project Manager on behalf of the Divisional Board:

- Development of a target go-to-market model
- Design of a new sales structure, bringing together the divergent sales approaches from the previous acquisitions
- Re-evaluation and restructuring of the teams
- Conducting of a process analysis, definition of the target operating model and their introduction on the basis of a CRM tool
- Establishment of a digital platform to manage the sales processes (Salesforce)

## RESULTS

- Increase of the average contract size by 30% p.a. with a parallel increase in the number of transactions.
- Implementation of a management system for professional sales control
- Increase in quality, security and transparency of processes
- Successful know-how transfer of the tool for other companies within the Group