



CASE STUDY

Digital Sales: Securing Future Profitable Growth

Digital Sales: It has never been more important for companies to build an online presence. In 2020, the pandemic accelerated digital transformation, resulting in a record-number of people shopping online. However, many companies are still struggling to understand the new digital arena, and therefore lack the necessary tools and structure to increase sales and secure future growth.

This was the case for one of our clients, a leading manufacturer in powertrains with over 40 global sales partners. The company realized that they were failing to optimize their digital sales potential, and sought expert help. Together with the team, we developed a digital sales excellence roadmap. This helped us to identify customer needs, develop training for the salesforce, and deliver tools to enable future eCommerce setup.



How we Create and Elevate Digital TopLine Power

We enable: We enable you to activate the most relevant digital channels to reach your customers.

We empower: We navigate you towards your future digital business.



We elevate: We elevate your pricing decisions to the next level by combining data, machine learning, and software.

We expand: We fuse marketing with digital to boost your return on ad spend, and customer lifetime value.

Case Study: Translation of Digital Commercial Excellence Vision in One Actionable Roadmap for Powertrains Manufacturer

Situation & Objectives

We supported a leading powertrains manufacturer to create digital commercial excellence. The client specializes in manufacturing innovative powertrains for power-sports, with around 45 sales partners at roughly 600 points of sale (POS) worldwide.

The company had a lean internal setup, which hindered end-customer communication and information. Therefore, the client wanted to assess and improve its digital sales capabilities to ensure future profitable growth.

Approach & Solution

In four weeks we developed the digital sales excellence roadmap, comprising of four key components: Assess, Plan, Detail, and Execute.

Our approach in the assessment process was, first, to explore B2B digital sales trends and the impact that had on the business. Then, we conducted internal and external interviews to list future customer requirements. After which, we were able to measure the client's digital sales maturity, and benchmark to best practices, using our Digital Sales Survey and Scorecard. The anonymous voluntary online survey enabled the client to assess their digital sales performance along nine dimensions, and over 150 criteria. This helped us to uncover a systematic heatmap where they needed to improve – namely, in terms of operation, customer experience, and data & technology.

We set realistic digital sales ambitions with a strategy-on-a-page



Impact

One roadmap covering **42** detailed sales and marketing initiatives to secure market leadership

Through our Digital Sales Survey and Scorecard we were able to identify future customer requirements and B2B sales trends, as well as customer journey needs and pain points. We did this by benchmarking digital commercial excellence along nine dimensions with over 150 criteria.

Utilizing our strategy-on-a-page, as well as our digital sales excellence roadmap, we developed a digital go-to-market approach, and detailed B2B sales platform. We also sequenced 42 initiatives in one actionable roadmap to achieve ambition level, creating a blueprint for future eCommerce setup.



Don't miss out on connecting commercial initiatives to your data and tech strategy. One can't thrive without the other. If you successfully link them your company will execute faster than ever before. In today's world being a big corporation no longer guarantees success. The fast beat the slow.

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About Simon Kucher & Partners

For over 30 years, Simon-Kucher & Partners has been helping hundreds of clients around the world address their strategic and marketing challenges. We are regarded as the world's leading top-line advisor and thought leader. We have served more than 100 of the Global Fortune 500 companies, and our clients come from all major industries.

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