Case Study:
Sales-Process Optimization

Sedo Holding Group is a leading European provider of performance-based marketing solutions in the Internet. It runs the world's largest trading platform for domains.

Challenge

Improve efficiency of sales processes by identifying core processes and optimize them on a step-by-step basis with a view to creating more effective use of resources:

- Build a long-term sales strategy and identification of potentials
- Redesign sales structures
- Identify sale resources
- Reduce costs and increase productivity

Methods

- Comprehensive as-is analysis of core activities and processes, identification of potential ways of increasing efficiency, customer segmentation, CRM tool analysis
- Analysis of value add and demands on sales structures and processes
- Development of a target core process model in sales which reflects the existing organizational structure and the newly introduced KPI model
- Mapping of competences and resources, identification of improved allocation methods, and derivation of a resource allocation plan

Results

Cost-effective increase of efficiency in sales processes by

- Redirecting sales force focus to value-adding, profitable customers and activities
- Increasing productivity through reduction in costs and optimization of sales processes

Thanks to the competent and action-oriented support of enable2grow we have created a firm basis upon which we can create more efficient core processes in future as well as stabilize our sales force and improve cost effectiveness.

Tobias Flaitz, CEO, Sedo Holding Group