

## CASE STUDY:

# CustomerCentric Selling® Helps Siemens Energy Greatly Improve Sales Performance



## Siemens Energy Embraces CustomerCentric Selling® to Increase Revenue and Shorten the Sales Cycle

### Business Problem

Siemens Energy is the world's leading supplier of a wide range of products, solutions and services for power generation, transmission and distribution as well as for the production, conversion and transport of the primary fuels oil and gas.

Siemens Energy approached Bosworth & Kenney Selling seeking an organizational sales process that would provide a consistent, repeatable and measurable approach to finding, engaging, selling and managing new opportunities in the energy sector. Mike Korf, Director of Sales & Marketing for Siemens Energy U.S Operations specifically defined their goal to increase new business revenue while decreasing the length of the buying/selling cycle.

### The CustomerCentric Selling® Solution

In the first twelve months after implementing and adopting the CustomerCentric Selling® sales process methodology, Siemens Energy saw tremendous results:

- new business sales **revenues increased by 38 percent**
- the average length of the **buying/selling cycle decreased by two months**
- **reduction in discounting** and concessions across the board

Siemens Energy attributes these results to the emphasis placed on the Negotiating Labs incorporated in the CustomerCentric Selling® training and implementation.



*“The CustomerCentric Selling® sales process methodology has enabled us to greatly improve our sales performance in many areas, which is particularly significant considering the current down economy and competitive marketplace.”*

--Mike Korf, Director of Sales & Marketing for Siemens Energy U.S. Operations

Steve Bosworth of Bosworth & Kenney Selling adds, “We are extremely pleased with the many positive results Siemens Energy has seen since their training and implementation. Their success is evidence that the CustomerCentric Selling® methodology can prevail even in the most turbulent of economic climates.”



### Customer Closeup

The Siemens Energy Sector is the world's leading supplier of a wide range of products, solutions and services for power generation, transmission and distribution as well as for the production, conversion and transport of the primary fuels oil and gas. They are the only supplier worldwide with comprehensive knowhow encompassing the entire energy conversion chain and, in particular, plant-to-grid connections and other types of interfaces. They focus primarily on the requirements of energy utilities and industrial companies – particularly those in the oil and gas industry. The Siemens Energy Sector has some 85,000 employees worldwide.

For more information about Siemens Energy, please see:  
<http://www.energy.siemens.com/entry/energy/hq/en/?tab=energy>

Questions about this case study? Email Bosworth & Kenney Selling at either [stevebosworth@customercentric.com](mailto:stevebosworth@customercentric.com) or [mkenney@customercentric.com](mailto:mkenney@customercentric.com)

### Benefits to Siemens Energy:

- Increase in sales revenues by over 38%
- Decrease in the sales cycle by 2 months
- Less reductions, discounting or concessions
- Consistent sales process to improve overall sales performance

### About CustomerCentric Selling®

CustomerCentric Selling® (CCS) is a proven methodology for predictably improving revenue growth and sales performance. Founded in 2002, CCS helps clients worldwide to implement repeatable, auditable and scalable sales processes that, when combined with Sales Ready Messaging®, guides marketing and sales to have meaningful conversations with customers and prospects. This results in winning high-value deals, retaining and growing client relationships and improving the predictability and accuracy of sales forecasts.

Major global organizations such as Microsoft, Hewlett Packard, Business Objects, Rockwell Automation, EMC and Raytheon have deployed CCS worldwide. CustomerCentric Selling® was named Top Sales Training Methodology Company for 2009 by Training Industry and made Selling Power's Top 10 Sales Process Companies list in the Sales 2.0 section of their June 2009 issue. For additional information, visit [www.customercentric.com](http://www.customercentric.com), or contact Jill Clark at [jlclark@customercentric.com](mailto:jlclark@customercentric.com).

