

Pomagajte stranki doseči njene cilje

Prodajalec mora znati uporabljati izdelek, da lahko stranki pravilno svetuje

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Uspeh podjetja v poplavi konkurence ni odvisen le od njegove ponudbe, ampak od tega, kako ponudbo prilagodi strankam, in od tega, kako lahko s svojo ponudbo strankam čim bolj pomaga doseči njihove cilje.

V družbi Halcom so se po zgledu podobnih družb, ki jim je na mednarodnih trgih uspelo povečati uspešnost in učinkovitost prodaje, odločili za uvedbo metodologije Customer Centric Selling (CCS), ki v ospredje postavlja kupca. »Družbe lahko dosežejo boljšo prodajo, če zares razumejo, kako lahko stranke z uporabo njihovih izdelkov, storitev ali rešitev dosežejo svoje cilje, zadovoljijo svoje potrebe ali rešijo svoje težave,« je pojasnil Mirko Mušič, član upravnega odbora

Halcoma (in direktor podjetja Venture Consulting, ki je zastopnik za usposabljanja Customer Centric Selling za območje jugovzhodne Evrope).

Prisluhnite strankinim težavam

Metodologija CCS predvideva drugačno obravnavo stranke. Namesto da prodajalec pred vsako stranko ponavlja govor o funkcijah, ki jih ima izdelek ali storitev, naj raje prisluhne strankinim težavam. Stranki naj predstavi, kako bo z uporabo izdelka ali storitve odpravila svoje težave, dosegla cilje in zadovoljila potrebe, svetuje Mušič. Poleg tega mora prodajalec znati uporabljati izdelek, ki ga prodaja, da lahko pravilno svetuje.

Najtežje je preseči vzorce obnašanja in delovanja

Uvedba metodologije v družbi pa je tudi izziv. Po Mušičevem

mnenju je bil največji izziv preseči uveljavljene vzorce obnašanja in delovanja pri prodaji. Težko je bilo tudi preseči spoznanje, da je prodaja proces, ki ga je treba nadzorovano in dosledno izvajati pri vseh pomembnih prodajnih priložnostih, je dodal. To, da je družba predolgo čakala z uvedbo metodologije, pa je sogovornik označil kot največjo napako. V prihodnje bodo zato metodologijo uvedli tudi v odvisnih družbah.

Prodajo povečali za več deset odstotkov

Kaj pa uvedbe nove metodologije pomeni za družbo s finančnega vidika? Nekateri družbe so zaradi metodologije CCS svojo prodajo povečale za več deset odstotkov. Skupini Halcom pa je lani z uvedbo te metodologije uspelo konsolidirane prihodke povečati za 28 odstotkov, medtem ko je leto prej rast znašala 16 odstotkov.

Investicija v usposabljanje se je Halcomu povrnila skozi povečano prodajo in višje cene prej kot v letu dni, je dodal sogovornik. ●

F ŠTEVILKA

28%

► **rast prihodkov je po uvedbi metodologije Customer Centric Selling dosegla družba Halcom, leto pred tem je bila rast prihodkov 16-odstotna.**

► »Družba lahko doseže boljšo prodajo, če zares razume, kako stranke skozi uporabo njenih izdelkov, storitev ali rešitev dosežejo svoje cilje, zadovoljijo svoje potrebe ali rešijo svoje težave,« meni **Mirko Mušič**, član upravnega odbora Halcoma. ●



Bosworth & Kenney Selling Helps the Halcom Group Boost Revenue by 19% With the CustomerCentric Selling® Methodology

Atlanta , GA, Jun 05 (MARKET WIRE) -- Bosworth & Kenney Selling, a CustomerCentric Selling® Platinum Business Partner led by Steve Bosworth and Mike Kenney, today announced that the Halcom Group, market leader for electronic-banking solutions and services in Central and Southeast Europe, has declared revenues in 2008 19% higher than in 2007. Active in nine markets, from Germany over most of the Balkans states down to Qatar and Iran, Halcom's services and solutions help 69 banks and financial institutions serve their customers in a better and more efficient way. Halcom credits its revenue growth in 2008 as a result of strong sales figures for existing products and growth in sales of new solutions, thanks to the proven effectiveness of CustomerCentric Selling®.

With only 100 employees, Halcom manages to excel in a variety of national markets and different business fields. Dr. Mirko Music, a member of Halcom's Board of Directors, explains, "Our salespeople face numerous business cultures and customers from different industries on a daily basis. Their ability to deeply understand customer needs on one hand and to manage the selling process on the other is the winning combination. We started reengineering our internal sales process in 2006 by training selected individuals from sales, marketing, development and finance departments and teaching them to use one sales language, one set of tools and one sales methodology. At that time Bosworth & Kenney Selling delivered their first training in Slovenia, representing the market entry of the CustomerCentric Selling® methodology in Southeast Europe. Their excellent contribution was embraced by all the training participants as well as the management, so this year the third generation of our new hires was trained in Croatia. Altogether, more than one half of all Halcom employees have now been trained in CustomerCentric Selling®.

Dr. Music continues, "Halcom's implementation of the CustomerCentric Selling® methodology was a gradual yet persistent process. Several tools were localized and methodology in some parts simplified to account for different business environments in numerous national markets."

CustomerCentric Selling® helped our management gain a better insight and control over an increasing number of business opportunities and a growing number of existing customers. In addition, our planning process is now managed in a better way. After the last CustomerCentric Selling® training, our salespeople started to meet weekly on internal workshops in order to exchange ideas, discuss their

business opportunities and help each other manage them more efficiently. This novel approach is completely based on their own initiative!" Persistent growth and success of Halcom's business significantly affects its market value, with shares that have gained more than 10% in last 12 months.

Steve Bosworth of Bosworth & Kenney Selling states, "We're very proud of the extraordinary success Halcom has seen since their implementation. Their remarkable results are proof that the CustomerCentric Selling® methodology really does work if adopted and embraced across the entire organization."

About Bosworth & Kenney Selling

Bosworth & Kenney Selling is a global sales performance development firm dedicated to helping organizations develop, improve, and implement the sales and marketing processes and selling skills that deliver strategic and tactical results. For over two decades, we have helped companies achieve high performance, first through Solution Selling® and now through CustomerCentric Selling®.

In addition to the Halcom Group, global clients include Dassault Systemes, Honeywell/Handheld Products and PricewaterhouseCoopers. Trust our team to offer the discipline, skills and processes that can enhance your internal efforts and propel your team from good to great. For more information, please see: <http://www.bosworth-kenneyselling.com> or call +1.760.436.2444.

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. To learn more call Bosworth-Kenney Selling.

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