

Sales calls increased by 20 percent

Key to success: Efficient sales management

Poland's cosmetics market is constantly growing. That is why Henkel Polska S.A., Warsaw, wanted to increase the effectiveness of its sales force. "We aim at improving our sales organisation. 80% of the German market is covered by trade chains whereas in Poland many free traders take care of the cosmetics market. Traditional trade still plays a major role in Poland like in Italy," says Waldemar Greficz, Field Sales Manager at Henkel's facility in Warsaw. Cosmetics products have a 22% share in the overall turnover of the Henkel group worldwide.

User: **Henkel Polska S.A, Warsaw**, Business field Cosmetics/Body Care Products. Henkel has 50,000 employees in more than 125 countries.

Task: Assist sales in analysing and optimising sales territories, classifying customers and introducing a professional trip planning system.

Solution: Sales force management with PTV Sales&Service, sold under the new brand name **PTV Map&Market/Premium** since October 2007, including support from the Polish sales partner RCS.

Three steps towards success

Waldemar Greficz thoroughly analysed the sales structures in the business field Cosmetics with the help of professional consulting services and software. Three steps had to be taken to reach the ambitious target.

"Now our sales force directly contacts all key customers, thus being able to better identify the existing market potential. Firstly, our sales force had to classify customers," explains Waldemar Greficz.

Secondly, we transformed two 'vertical' sales lines into one single 'horizontal' line. It was important that an improved organisation did not necessarily bring about staff reduction. Due to improved customer assignments within the sales territories we were able to considerably optimise our sales structures with the same number of employees.

Additionally, our sales representatives no longer organise their sales trips themselves, but are provided with an optimal itinerary from the planning

system PTV Sales&Service.

The software stores the entire customer data, a detailed road network and numerous parameters.



Easy system implementation

Eight regional sales managers (RSM) attended a RCS workshop to facilitate the implementation of the new software tool. Mariusz Zdanowieki, General Manager at RCS, reports, "The regional sales managers had the opportunity to present their ideas and concerns on the basis of the software's first restructuring plan. Modification proposals were immediately included in the program and the resulting impacts were displayed instantly. It was therefore possible to gain profound information on whether the required changes would be useful or not.

Personal customer contacts increased by 20%

A great result for Henkel Polska. The software was gradually implemented for all eight sales areas from January until March 2004. Simultaneously, the number of sales calls was increased by 20% without raising the number of employees. Waldemar Greficz summarises, "Due to the professional software program and the competent support and consulting from the Polish sales partner RCS we have been able to successfully and profitably implement this project for Henkel."