

SALES OPERATIONS

Würth Business Services helps customers in optimising their Sales Operations and improving the overall sales performance. We handle the non-core operations to assist sales leaders achieve improved productivity. We adopt a strategic and tactical approach in handling the non-core operations including Sales Order Booking, Backorder Processing, S and Zero Customer Management, and others. Let us have a look at S and Zero Customer Management.

S AND ZERO CUSTOMER MANAGEMENT

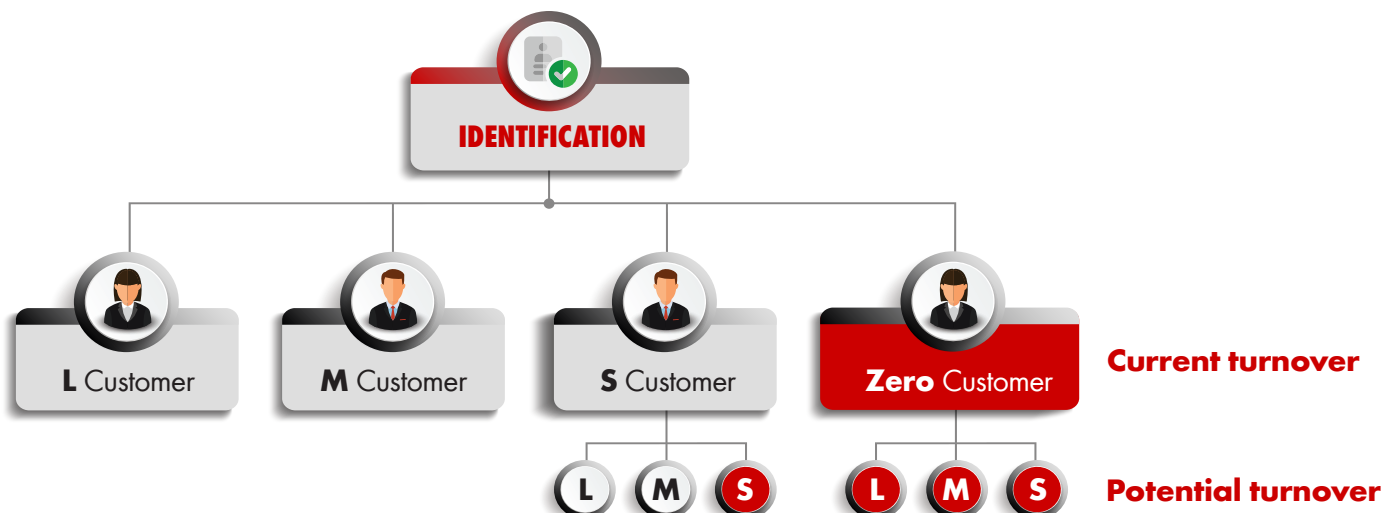
In this process, we approach the potential and existing customers for optimising the sales operations, establishing a strong business relationship, and improving the overall sales revenue. We identify the customers that generate a low or almost zero revenue for the business and approach them for creating potential opportunities for business.

THE PROCESS IS DIVIDED INTO THREE SUBTASKS:



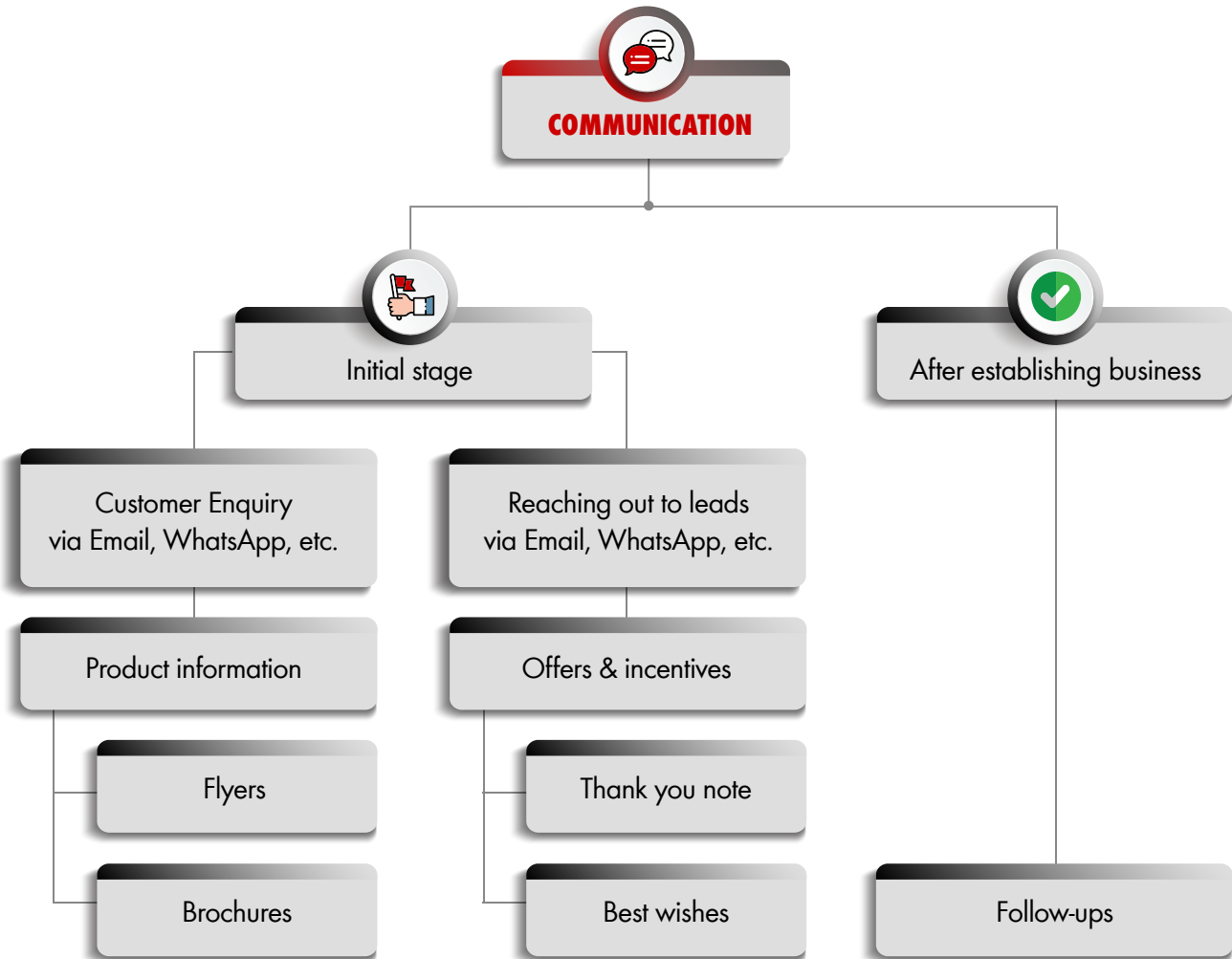
IDENTIFICATION:

We identify the customers that generate low or almost zero revenue. We use the current and potential turnover to evaluate those customers. We classify them into S and Zero customers. S stands for small revenue-generating customers, while Zero stands for almost zero revenue-generating customers.



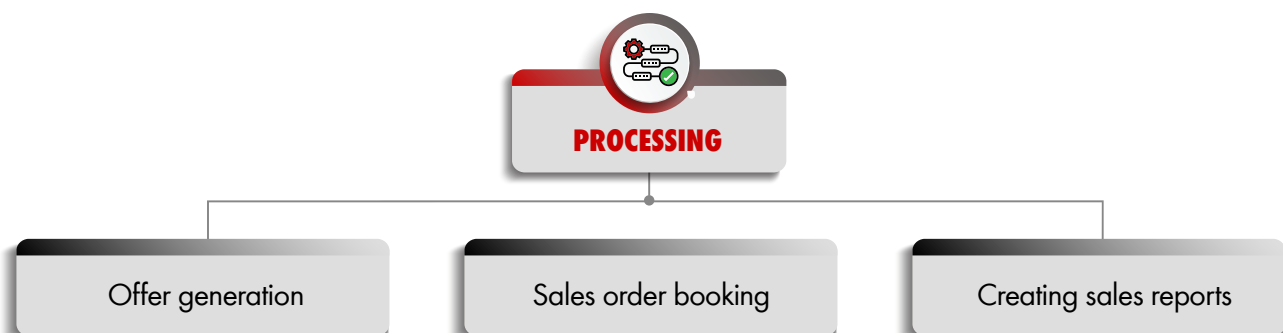
COMMUNICATION:

Based on the classification, we choose the strategy of communication. During the initial stage, we carry out inquiries, offer product information, and reach out to leads through e-mails and messages. Furthermore, after establishing a business, we take follow ups.



PROCESSING:

Once the business is established, we support our team with tasks such as quoting, booking customer orders, and sales reporting.



WHAT ARE THE BENEFITS OF WORKING WITH US?

Increase revenues

Reselling to existing customers is easier as they have already used services and are satisfied. You can increase overall revenues by reselling to these customers.

Strengthen the existing customer relationships

By carrying out personalised communication to understand the issues, rewarding loyalty, and providing excellent customer service, you can strengthen the relationship with existing customers.

Gain competitive advantage

Interacting directly with customers will help you identify their needs and preferences. This way, you can customise your services, fulfill their needs, and achieve a competitive advantage.

Reduce spending on customer acquisition

Targeting existing customers to resell the products and services requires significantly lesser effort, time, and cost as compared to gaining new customers.



Reach out to Franziska Romer, Head of Sales, Admin & External Communications, Würth Business Services, and understand more about offerings. [✉ franziska.romer@wuerth-industrie.com](mailto:franziska.romer@wuerth-industrie.com)