

WÜRTH BUSINESS SERVICES

JOURNAL



FOREWORD

Dear Colleagues,

Welcome to this insightful first edition of the new year, where we explore the transformative power of data-driven decision-making in sales. In an era defined by information and innovation, businesses that harness the potential of their data stand poised for unparalleled success. At the heart of this evolution lies the game-changing practice of Sales Reporting. In the pages that follow, we unpack the tangible benefits of embracing a data-driven approach to decision-making in the sales landscape.

No longer confined to the realms of statistics and spreadsheets, data has emerged as a strategic ally, offering unparalleled insights that can redefine how businesses strategize, operate and ultimately thrive. Enjoy the read!



Best regards,
NORMAN DENTEL
CEO

Würth Industrial Services India Pvt. Ltd.



INDUSTRY INSIGHTS: DATA-DRIVEN DECISION MAKING WITH SALES REPORTING



To survive in the Stone Age, the most important asset was an ability to hunt and gather food. The ages passed, and a significant evolution took place. When Charles Darwin wrote the theory of evolution in the 19th century, he might not have predicted the most important asset in the 21st century for survival for businesses, data. For businesses to survive in this age, data is the most important asset. It does not matter which department of a company we look into, data generation, its analysis and extracting insights have become crucial factors. Data assists in making decisions, improving efficiency and achieving business growth. Among different departments of the business, data generated in the Sales Department can provide great insights into the customer behavior & trends, help track progress of sales teams and carry out predictive analysis. All of these lead to what? Profitability.

“Companies utilizing data are six times more likely to become profitable year-over-year.”
- Forbes

Well, all of these are not only statements. At least Forbes backs them. The Sales Teams' data and its analysis can help you gain an overview of the most important revenue contributor of business. Customers' buying patterns. This

data will give you insights on customer preferences, trends and behavior. This will tell you which products can be manufactured in the larger quantities and which regions hold the potential for expansion. All in all, the data gives you the confidence to make business decisions.

Let us look at it from another angle. You set a target for each team by deciding the metrics and deciding the timespan. Once you get the report of the progress of different teams, you will know the areas of strength and improvements. Accordingly you can organize targeted training programs for each team and enhance the overall performance. Once individual and team performance improves, it will lead to again what? Increased sales volume and profitability. This is why a research by McKinsey stated that companies driven by data and analytics are twice likely to be top performers.

Understanding the need for providing sales data, one of the teams of Sales Operations Department provides sales reports on a daily basis. These reports can be utilized for determining the trends and changes in market dynamics. What will they do besides saving your time? They will help you in making decisions based on the current trends and dynamics in the industry. The well-tailored and thorough reports based on your requirements is a valuable guide toward decision-making. To get more insights, kindly refer to the next articles.

SALES OPERATIONS: SALES REPORTING



The Sales Teams are juggling on the hands of a clock. From customer visits to taking follow-ups for closing the deals, they are investing their expertise and experience to generate revenue, achieve sales targets and expand the customer portfolio. Their time is dedicated to realize the Würth Group's mission to inspire customers and become their number one choice. In this mission, what if they get a helping hand in availing sales report on a daily basis? Surely, it will assist them in making data-driven decisions as these reports will give a comprehensive view into the current sales trends, customer behavior and opportunities.

The Sales Operations Team at Würth Business Services handles the Sales Reporting process to provide reports of a previous day. To generate the reports on a daily basis, our team members download the data from Business Warehouse (BW)/Business Intelligence (BI) with the help of organizational codes. Based on the containment standards and the requirements of customer, we carry out a meticulous review of the data and organize it. After finalizing the data, we create the pivot table and graphs.

Then we send the final report to the respective Sales Teams. Before starting their business hours, the teams will have the reports of previous days with them.

This process will save nearly 30 minutes to an hour every day for the Sales Teams.

This way, the Sales Teams can focus their time on value-additional activities including addressing customer challenges, taking follow ups and closing new deals. In addition, they can make data-driven decisions based on the data of previous days. By determining high-performing sales representatives, customer preferences and future sales strategies, Sales Teams can allocate resources to optimize performance and inspire customers.

Leverage our experience and resources in generating daily sales reports and helping Sales Teams take data-driven decisions. Kindly get in touch with our representative.



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SALES OPERATIONS: DROP SHIPMENT ORDER PROCESSING



The customer satisfaction stands at the center of any business. This is the major purpose of running a business. If there are any discrepancies in service, it is necessary to inform them, so they can take further decisions accordingly. Don't you agree? We are sure you do. When it comes to Kanban systems, it is essential to fill them up regularly and ensure that they are always filled up as per the orders placed by customers. When suppliers fail to deliver the shipment in time and these Kanban containers remain empty, it is our duty to take follow-ups and ensure that requirements of our customers are fulfilled. This is why the Sales Operations Team at Würth Business Services executes the process known as Drop Shipment Order Processing.

Usually, the process takes place like this. A customer places the order for filling up Kanban containers installed at their manufacturing plants. Then the customer selects the Würth-approved drop shipment supplier. The order is placed to that supplier by mentioning delivery date and quantity. If the order is not delivered within the given deadline, our team takes updates from the suppliers.

For sending reminder emails in case of backlogs, we implement a streamlined approach. We check the delivery dates of the previous day and determine the current status

of the order through Kanban Management System (KMS). If the status shows that the drop shipment order is pending for delivery, we send emails to the supplier to understand the reasons for delay. Based on their responses, we reply to their responses and update the details in KMS.

From sending reminder emails to responding to them & mentioning the current status in ERP system, we saved an average of 27 hours every month.

Based on the response of a supplier, if there is a delivery date change, we mention the changed delivery date in the Enterprise Resource Planning (ERP) system. This way, the customer can view the current status in the ERP system and stay informed before making business decisions. This will also help the customer in planning the production schedules and managing the resources effectively. This process will help in achieving customer satisfaction.

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FREQUENTLY ASKED QUESTIONS



Q. Will I get the sales report as per my working hours due to the time difference in countries?

A. Usually, we make sure that the reports are delivered before the start of your working hours in your country. If it is not possible due time difference, we can have a discussion and finalize the daily delivery timing that is suitable as per working hours in both of our countries. Please get in touch with our representative.

Q. Will there be any backup resources available in case the allocated resources are not available?

A. Yes, there are backup resources to ensure that you get reports on a daily basis.

Q. Will there be any backup of the sales reports with you?

A. Yes, we do keep the backup of the sales reports with us and provide you whenever needed.

EXTRA MILE: SALES BATTLE BULLS EYE PROJECT

Imagine you are running a marathon of 42 miles. Your legs give up, knees have reached their pain-bearing capacity, thighs are begging you to lie down, and heels are shrieking with agony. Still, your mind is telling you to go another mile after a mile. The pain is there, still you refuse to stop. Because, you want to prove yourself that you can do it. Similarly, Würth Business Services believes that another mile can be reached with enough will, dedication, commitment and perseverance. This story of a Sales Operations Team about going extra miles for achieving customer satisfaction and helping them in every possible manner says it all.

The Sales Operations Team recently went few extra miles by working around-the-clock for Würth Group in the Sales Battle Bulls Eye Project. The primary criteria of the battle was to upload a maximum number of Excel Spreadsheets (.XLSX) files containing the details about Sales Order Booking. This battle had participants from different Würth Group companies across the world. Our team, consisting of Priyanka Shende, Poorva Kamthe, Aditya Nagargoje, Vaishnavi Shinde, Archana Joshi, and Riddhi Shah, collaborated with the representatives of Würth Group for successfully completing the sales battle.

Würth Group representatives, Tobias Biermann and Leoni Koehler, were overseeing the battle from Germany. The task involved uploading files containing Sales Order Booking details on the portal created exclusively for this battle. Our team distributed the workload and decided the individual roles.

Our team not only repeated the process every hour for two straight days but also achieved the highest level of accuracy and pace.

Every member contributed with equal vigor and consistency. The around-the-clock vigilance paid off when we were able to complete the battle successfully, earning the words of appreciation from the customer and a feeling of achievement for helping a customer. Along with the customer, Würth Business Services recognized the Sales Operations Team with the "Team of the Month for July 2023" award. We remain committed to add value to the customers' businesses by going an extra mile and aim to achieve customer satisfaction.



Since the foundation of Würth Business Services, going an extra mile for customers has always been the mantra. Kindly get in touch with our representative for assistance in different Sales Operations processes.



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WBS PRODUCT E-SHOP



WBS Product E-Shop is a collection of assorted, daily-use and Würth-branded products. These products are epitome of high quality, well-crafted design and fine workmanship. They can be used as corporate gifts for your companies and are available exclusively for Würth employees.

EXPLORE OUR PRODUCT PORTFOLIO

KNITTED TIE

Features:

- Manufactured with high-quality polyester fabric material
- Easy to tie a knot, wear, and adjust
- Lightweight, soft, and comfortable
- Fine printing of Würth logo
- Dry cleaning only



A5 BLACK DIARY

Features:

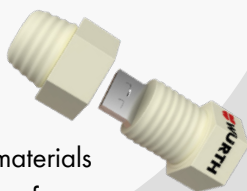
- Available in single lines and squared boxes
- Hardback black-coloured cover
- High-quality paper and binding
- Black ribbon page marker



CUSTOMISABLE USB

Features:

- Storage capacity of 32GB
- Compatible with USB 2.0 and USB 3.0 ports
- Available in metal and plastic materials
- Suitable for high-speed data transfer



METALLIC PEN

Features:

- Made with high-quality metals
- Designed for remarkable writing experience
- Thoroughly polished and shiny
- Well-crafted design & workmanship



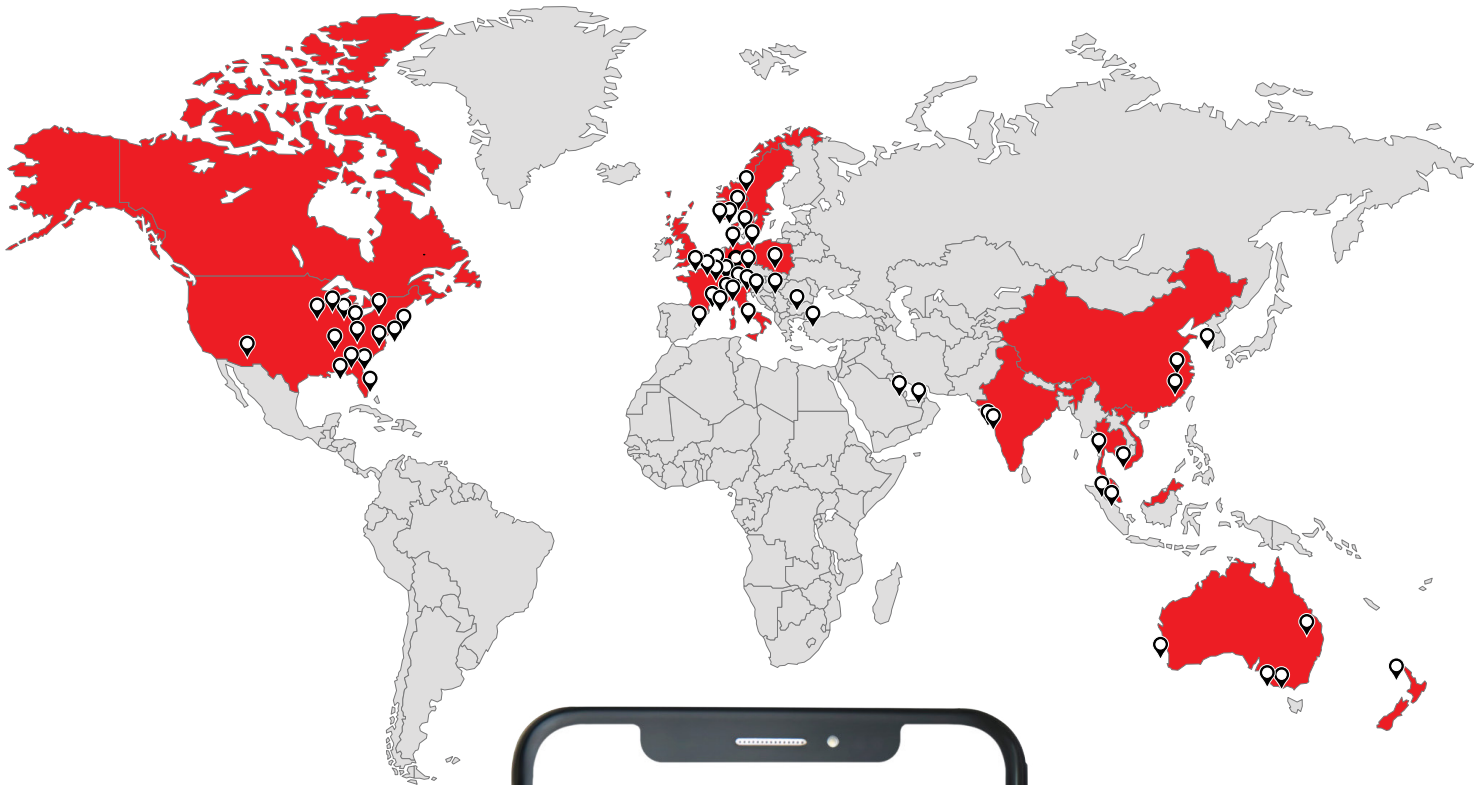
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