

## Key account

### Re-organization and expansion of a key account sales team



A leading international logistics service provider with a widely diversified range of services had the goal of further strengthening the success of its key account management team and thus ensuring its growth above the industry average.

#### Scope of the project

Previous above-average achievements of individual employees had shown what optimum customer care and a particularly strong sales focus on key accounts can achieve in terms of growth and earnings potential. At the same time, the costs for sales per customer/the volume of shipments fell, due to many repeated purchases by loyal customers. The client asked us whether we could leverage the successes of individuals to create a blue print for even better key account management, plan an overall organization and then bring it into performance with the right functions and people.

#### Achievements

The entire organisation was thoroughly audited. Any strengths and weaknesses found were documented and discussed with the client. Best practice examples were identified and job profiles and requirements for future job holders were defined. The organization chart for the further growth from approx. 25 to approx. 50 employees was structured and the personnel requirement plan for the next 2 to 3 budget years was aligned.

A consistent verticalization of key account sales, geared to added values and industry-specific requirements, was driven forward. The individual job profiles were adequately filled by internal and external applications.

#### CLIENT

Leading international logistics provider

#### Our Services

- Analysis of the current situation considering strengths, weaknesses, opportunities and risks
- Benchmarking with known market players, definition of target catalogue/need for change
- Modelling of the target state and recommendation for implementation
- Interviews with almost all job holders, potential and gap analysis
- Support of implementation workshops and preparation of project and communication plans
- Additional support in the redesign of variable remuneration and company career models including presentation to employee representatives
- Generally applicable Blue Print created for other European organizations
- Job advertisements for 5 different profiles created