

Sales strategy

Precise alignment of sales activities



TST GmbH has shown rapid growth since it was founded in 1990. Thanks to its philosophy of continuously integrating deeper and deeper into the production and logistics processes of its clients, the company has now developed into a full-service logistics provider with around 3,500 employees and annual sales of around 400 million Euros. Starting from the headquarters in Worms, further locations have been steadily developed according to customer needs: the company is currently represented at more than 75 locations with a total of over one million square meters of warehouse space.

Customized sales strategy

While setting the course for a smooth generational change within the management team, TST wanted to sharpen and focus the expansion of its existing sales activities. TransCare provided support in both strategy and organizational development as well as in their implementation.

Pragmatic realization support

TransCare first looked at the current organization, processes and specifics of the company, and then worked with the customer to define the relevant issues and topics. Based on its expertise and detailed knowledge of comparable companies, TransCare was able to provide valuable impulses and ideas as well as concrete approaches for optimization. After the joint definition of the future sales strategy and organization, TransCare also accompanied its realization. In close coordination with the management and the responsible employees, the necessary measures were described in detail. They were then scheduled and addressed in a project plan. TransCare monitored the progress of the implementation and presented the results to the management.

CLIENT

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Our Services

- Identification of profitable business areas.
- Analysis of competition.
- Recommendations for
 - focus on selected markets, customers and services,
 - alignment with current logistics trends,
 - enhancement of brand perception,
 - optimized presentation of corporate culture,
 - leveraging sales multipliers and co-selling opportunities.
- Development and implementation of a customized sales strategy.
- Derivation of an efficient sales organization.
- Development of tender management.
- Recruitment and acquisition support.