



The 6 Battle Fields

How to beat your competitors ?

The challenge

Velux is a global company selling roof windows. The company has many stakeholders to cater for: installers, distributors, architects etc. The role of the stakeholders varies from country to country, as does the competitive situation.

Velux segment their customers according to their attractiveness and their attitude towards Velux, from positive to negative. Velux decided to focus on turning stakeholders with a high attractiveness but a negative attitude towards Velux to become customers. In this, it was crucial to find ways to help the sales force to convince these prospects. The objective was to keep and maintain market position by enhancing the skills of the sales people to manage different stakeholders.

Our solution

Velux asked Mercuri International to help solve this challenge using their approach of "The 6 battlefields" as part of their Differentiated Selling[®] methodology. Velux designed the project ASE: Accelerating Sales Effectiveness.

The 6 BattleFields is fully embedded in the Velux ASE project and its approach equips the Velux Sales Force with a powerful pitch in order to convince customers in a highly competitive situation.

The result

The program has now been rolled out in 15 countries. In each country where it has been introduced Velux see a positive impact on their business with an increasing market share.

"This very specific approach has had a very high impact and a high value to us."

David Varey, Manager Central Commercial Business Velux Group, responsible for implementation of ASE