



## Value Selling

A complete process

### The challenge

In 2013, the company Brabantia has gone through a transformation in which the almost 100 years old family company has taken a different course. From a “Solid Company” as they called themselves, with focus on selling solid products towards more focus on style and design with: “designed for living”.

This has an impact on the client as well as on the retailer. The challenge was to get the sales people engaged in that change.

### Our solution

1. Providing insight into levers of sales productivity and sales efficiency. Like learning to apply the Mercuri RAC-methodology. Management based on activities and capacities rather than management based on results of the past. “What kind of activities must I do with which clients to realize my objectives?”
2. Application of **Value Selling** : How to sell the value of your product and organization? It is no longer about individual products but more about client retention, continuity and other objectives of the retailer. This asks for another way of thinking and acting of the commercial organization.

### The result

The **RAC** model has been integrated in the (CRM) systems of Brabantia. Hereby, the employees get steered automatically on how to ideally plan their activities and where to prioritize.

With the **Value Selling** approach, they learned how to discover the notion of “value” for the client, and subsequently align their services thereon.

“Mercuri was asked for this project,  
for their expertise in sales and guidance in strategic changes”

*Thomas Deenen*  
*Commercial Manager Brabantia*