

NEW BUSINESS 4.0

NEW CUSTOMER ACQUISITION TRAINING | WIELAND-WERKE
CASE STUDY

We bring your strategy to life

Summary

With currently around 7 billion EUR in annual sales volume, Wieland has been successfully manufacturing semi-finished products made of copper and copper alloys for over 200 years . Wieland's global market includes, in particular, America, Europe and Asia, and is mainly served from Ulm.

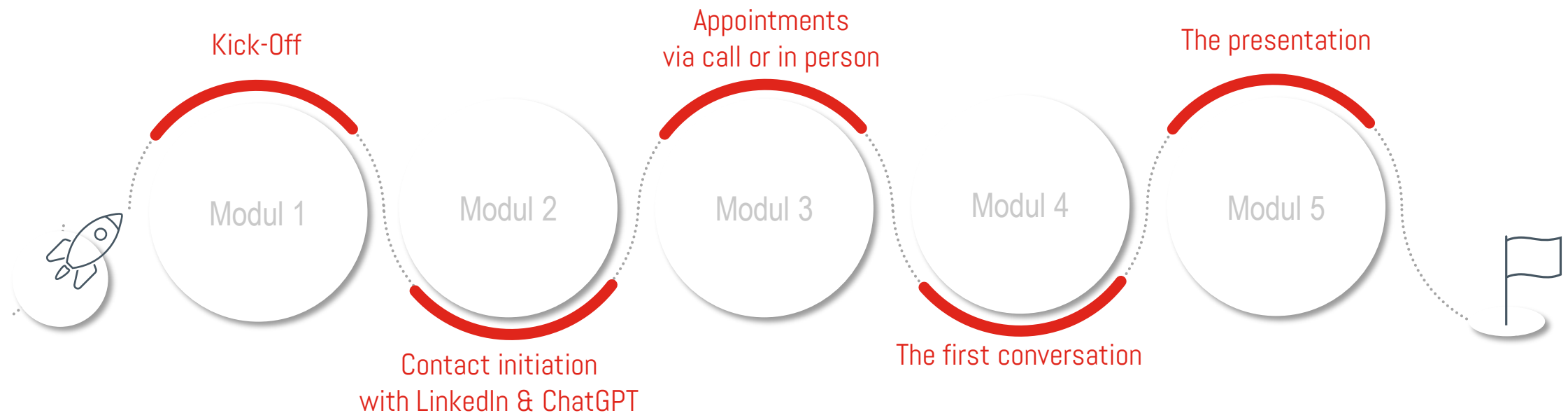
In recent years, Wieland's Engineered Products division has focused on price-driven negotiations with existing customers. With the elimination of Corona and the achievement of existing customer targets, Engineered Products now wants to focus again on the expansion of new business. This has the strategic advantage of positioning the company more strongly in the face of growing competition.

Over a period of six weeks, the sales team engaged in the groundbreaking New Business 4.0 training program, a series of five modular sessions designed to revolutionize their approach to business development. This training not only introduced cutting-edge techniques but also provided hands-on practice with tools that reshapes how they connect with potential clients.



Objective & solution approach

The aim of the superordinate learning objective is to motivate and enable the employees to expand the new business. This is achieved by getting to know and practising new methods. The learning path is based on a typical sales cycle and is framed by a kick-off and a transfer.



Objective & solution approach | Learning objectives

01 Kick-Off	<ol style="list-style-type: none"> 1. Communication – objectives and content of the training 2. Getting to know each other /creating a positive learning atmosphere 3. Change in attitude towards new customer acquisition <p>Online Kick-Off 90minutes</p>
02 Contact initiation	<ol style="list-style-type: none"> 1. Market and customer information via LinkedIn 2. Identification of contact persons via LinkedIn 3. Customer approach and interactions on LinkedIn <p>Online Workshop 2 hours</p>
03 Appointments	<ol style="list-style-type: none"> 1. Market and customer research with ChatGPT 2. Conversation starters 3. Objection handling <p>Classroom Training 1 day</p>
04 The first conversation	<ol style="list-style-type: none"> 1. Customer benefits versus product features 2. Needs analysis 3. Decision-maker questions <p>Online Workshop 2 hours</p>
05 The presentation	<ol style="list-style-type: none"> 1. Preparing product presentations with ChatGPT 2. Presentation techniques (hero's journey) 3. Review of the entire training and transfer to everyday life <p>Online Workshop - Review 2 hours</p>

A New Chapter for Our Sales Team

One of the participants aptly summarized the sentiment of the training:

"For most of us, these methods – LinkedIn and ChatGPT – were new. We are curious to see how effective they are compared to our usual ways of working."

This curiosity is met with optimism and confidence, as the new techniques promise to open doors to opportunities previously untapped.

Results

A Fresh Approach to Business Development

The New Business 4.0 training was meticulously crafted to equip sales staff members with the latest strategies for expanding new business. By leveraging advanced techniques in LinkedIn functions, market research with ChatGPT, and effective customer interaction strategies, the team is now well-prepared to excel in a competitive landscape.

Here's a glimpse into what the team learned:

- › Mastering LinkedIn for Lead Generation: Employees explored the full potential of LinkedIn, learning how to initiate contact, engage in meaningful conversations, and build lasting relationships with potential customers.
- › Enhanced Market and Customer Research: Utilizing ChatGPT for market and customer research has empowered the sales team to gain deeper insights into industry trends and customer needs, enabling more targeted and effective outreach.
- › Refined Conversation and Presentation Skills: From arranging appointments to overcoming objections and crafting compelling presentations with ChatGPT, the sales team has honed skills that will enhance their interactions with potential clients.

Always there for you!

We appreciate your interest and are always available to answer your questions.



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