

Case Study

ESAB India Limited.

Increasing sales with improved, efficient sales operations

Customer Profile

ESAB India Limited started its operations in 1987 by acquiring the welding business of Peico Electronics & Electricals Limited (now Philips India Limited). The Company continued its expansion in the Indian market with the purchase of Indian Oxygen Limited's welding business in 1991 and Flotech Welding & Cutting Systems Limited in 1992, followed by the merger of Maharashtra Weldaids Limited in 1994. ESAB India is owned 55.5% by the ESAB Group, a Swedish company and the rest is widely distributed amongst the public in India. ESAB India has established itself as one of the leading suppliers of welding and cutting equipment and consumables in the country.

Challenge

The ESAB India sales team sold mostly through a large group of dealers across the country. The sales team did not have any formal system for tracking opportunities with dealers, meetings and appointments. The team used a system of Excel spread sheets to track their meetings and appointments. Because of this, meetings would fall through the cracks and several large sales opportunities were getting missed out. ESAB badly needed a system that would help them plan their sales activities and analyze the effectiveness of their sales plans.

Solution

PK4 customized a Sales Activity Planning module within Impel CRM's Sales Force Automation module to handle ESAB's particular requirements. The Impel solution gave ESAB sales managers the ability to plan out specific sales activities and appointments for each member of their sales team. Within the first week of the month, the sales manager and individual salesperson would chalk out the sales plan and activity for the rest of the month.

As the salesperson made his/her appointments with dealers, they had a simple method of updating the status of each call onto Impel. In addition, Impel provided them a facility called Unplanned Call Reporting, whereby salespeople could enter in details of sales calls that they had made during the month, that were not a part of their original sales activity plan for the month.

With comprehensive reports included, sales managers could now have a complete analysis of each salesperson's planned and unplanned calls. They are now able to plan each month's activities much better, so that no dealers are left out and also ensuring that dealers that need more attention are given that attention.

Benefits

- ESAB India managers are able to successfully plan out monthly sales activities for themselves and their teams leading to a much higher level of productivity
- Sales have increased because dealer opportunities are tracked much better and followed up
- All planned meetings are now followed up without slipping through the cracks
- ESAB managers have a day-to-day follow up on the results of calls as salespeople update the status of each call after each meeting.
