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CONSULTING

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"We now have the tools to drive relevant and targeted action in each of our private markets. It was a positive experience for all, and I commend the Trident team for their insight and hard work."

Oticon A/S

Oticon A/S - Sales Management System Install

Oticon is the world's largest hearing aid manufacturer by volume, operating in over 25 countries worldwide. Oticon's European markets sought to improve its sales management tools while improving customer segmentation and insight. Trident was engaged to develop an integrated suite of tools to drive relevant sales force actions in each European country.

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PEOPLE FIRST

The solution:

- Identified customer visits as a key driver of revenue and raised levels by:
 - Studying rep-vs-rep output;
 - Analyzing visit qualification habits and frequency of visits to customers;
 - Uncovering visit quality and content issues;
 - Determining clear visits/day targets.
- Created scorecards that tracked visits per field day and rep and provided clear targets and budgets.
- Migrated smaller, low-potential accounts to less expensive tele-marketing sales channels.
- Installed an integrated campaign tracker to identify launch and ongoing marketing initiatives to ensure program coordination.
- Provided a planning report that segmented customers based on size and market share to qualify visiting.
- Optimized territory structure, size and rep allocation to ensure that opportunities were not squandered in territories where reps were overloaded with prospect accounts.
- Created a 'sustainability coordinator' role to ensure that observation and process change ideas continued to flow.
- Built resource planning tools to estimate rep staffing levels based on required sales volumes. Known improvements were built into the assumptions of the model.
- Coached and trained a large number of sales managers to 'actively manage.'

The results:

Oticon's private European markets of Italy, France, Holland, Denmark, The UK and Poland experienced a significant lift in targeted visiting activities, leading to a surge in revenue.

