

Practical example FROM-TO

Stakeholder group: Sales managers (SM) of GrundSolid AG

Topic: Service and customer orientation

	<i>FROM (present today...)</i>	<i>TO (...future targeted)</i>
Behaviors	<ol style="list-style-type: none">1. I, as SM, approach new customers with regard to products and explain the advantages of purchasing them from us2. I, as SM, visit sympathetic and important customers regularly, the others as it happens3. I sell more and increase the turnover, where possible I increase the contribution margin	<ol style="list-style-type: none">1. I approach new customers and explore their needs with open questions in order to offer new products and services2. I regularly segment my customers according to ABC logic (review of segmentation twice a year)3. I always act in such a way that the contribution margin increases, if necessary, turnover even decreases
Mind-sets	<ol style="list-style-type: none">1. "I'm a good (product) salesperson and I do what I do best. That has always worked well"2. "I prefer to spend the time with the customer, after all I know who my important customers are, and I don't need paper monsters"3. "I orient my daily activities to generate more revenue"	<ol style="list-style-type: none">1. "I see myself as a consultant, and I have the experience in understanding the client's problems so that I can use my expertise to solve their problems"2. "If I prioritize correctly, it is good for me and my customers; and fact-based regular resegmentation helps me"3. "Contribution margin is my biggest goal, more important than increasing revenue"