



How a wholesaler gained new momentum with the Red Elephant

A Czipin success case



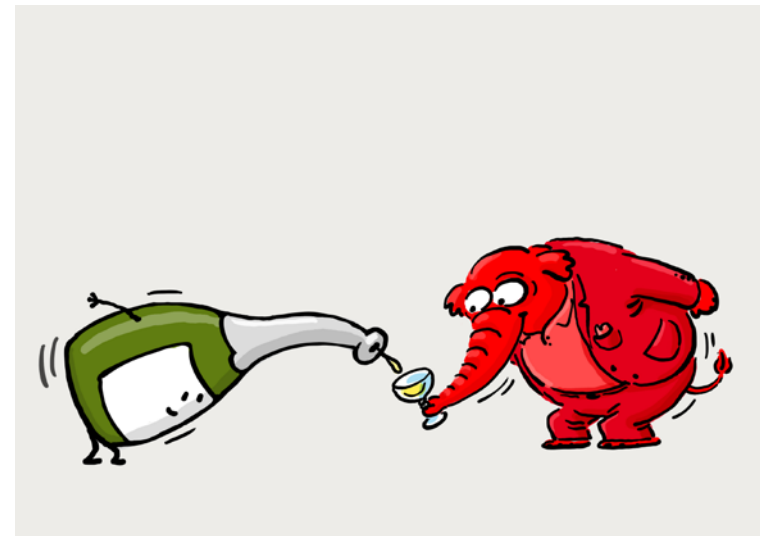
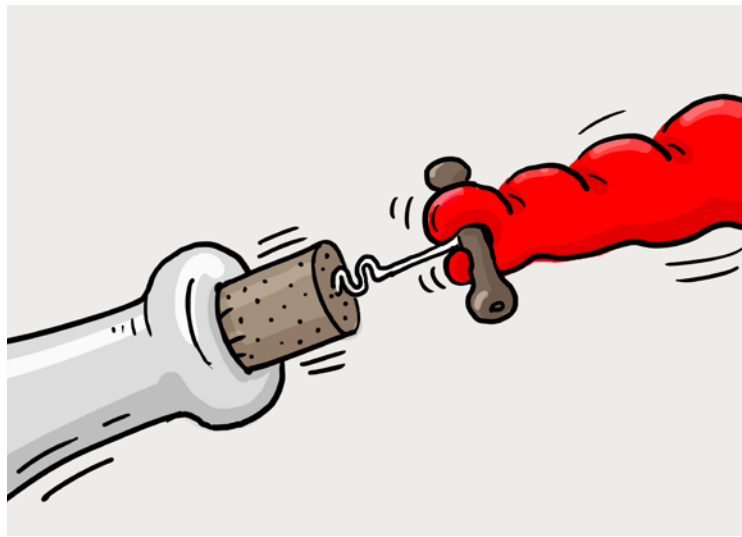
*What was
the problem?*

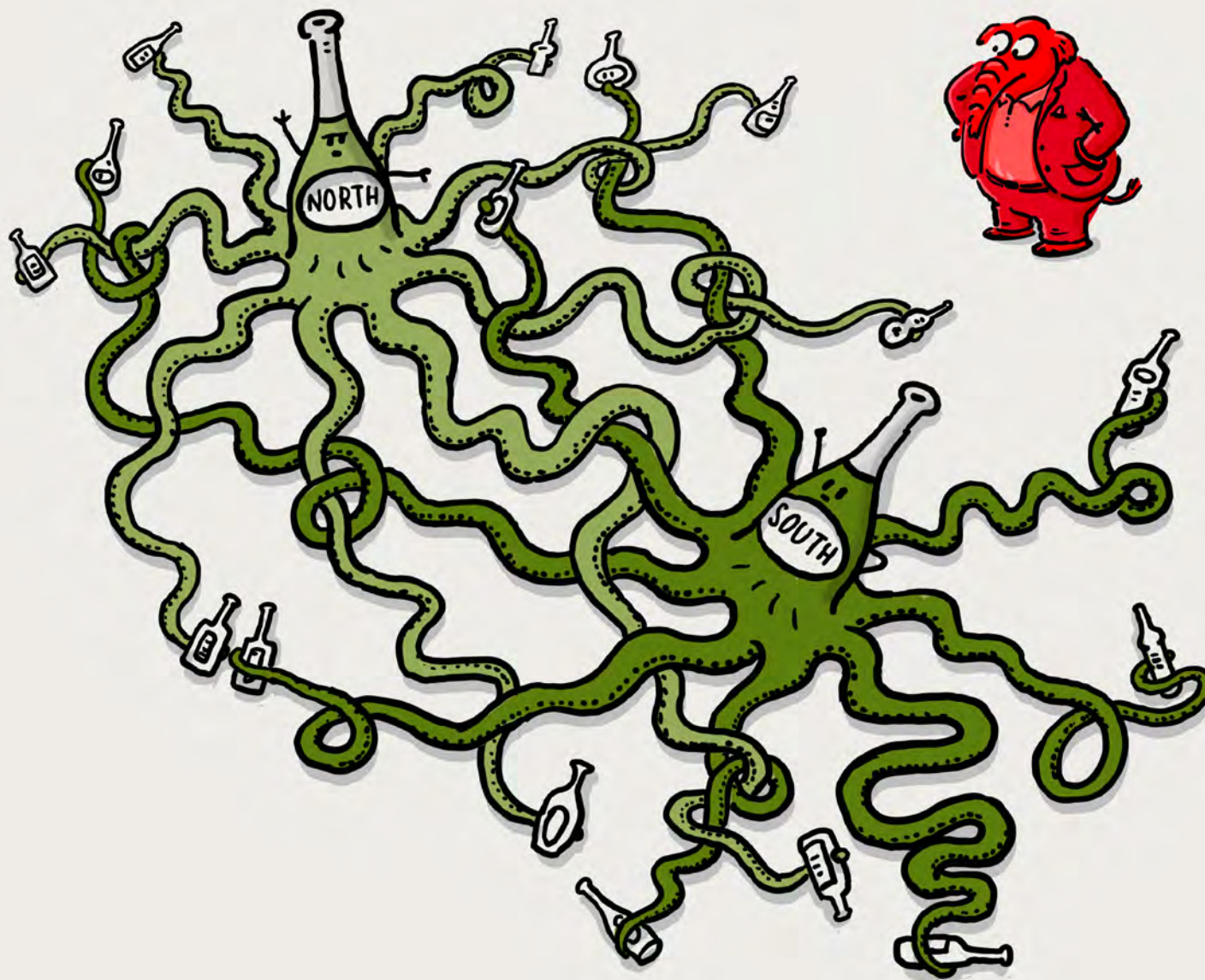
*The targets are
not achieved*

The wholesaler does the
only **right thing**:



*The tasting
unveils the
truth*





#1

Two locations
exist **in parallel**

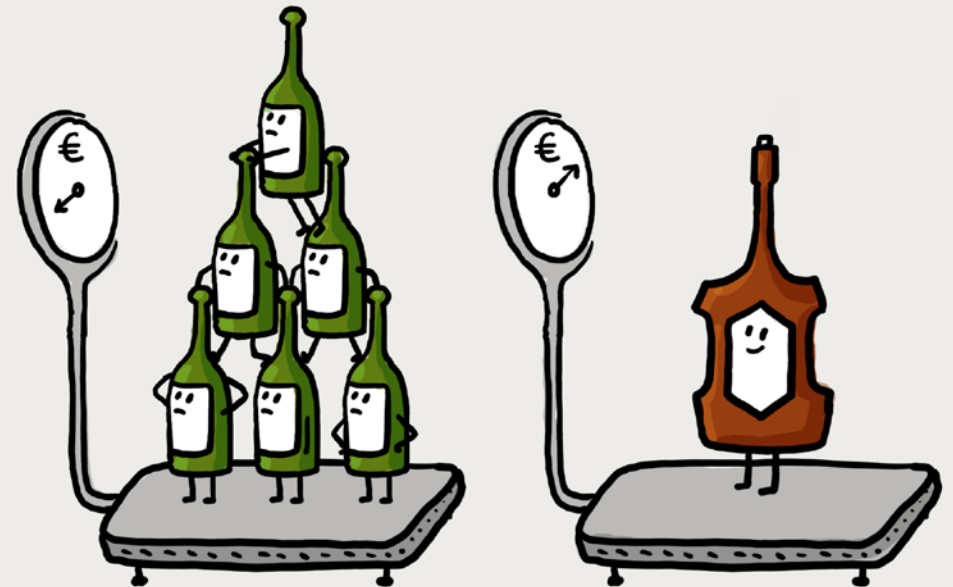
#2

The sales people are more preoccupied
with themselves than with their clients



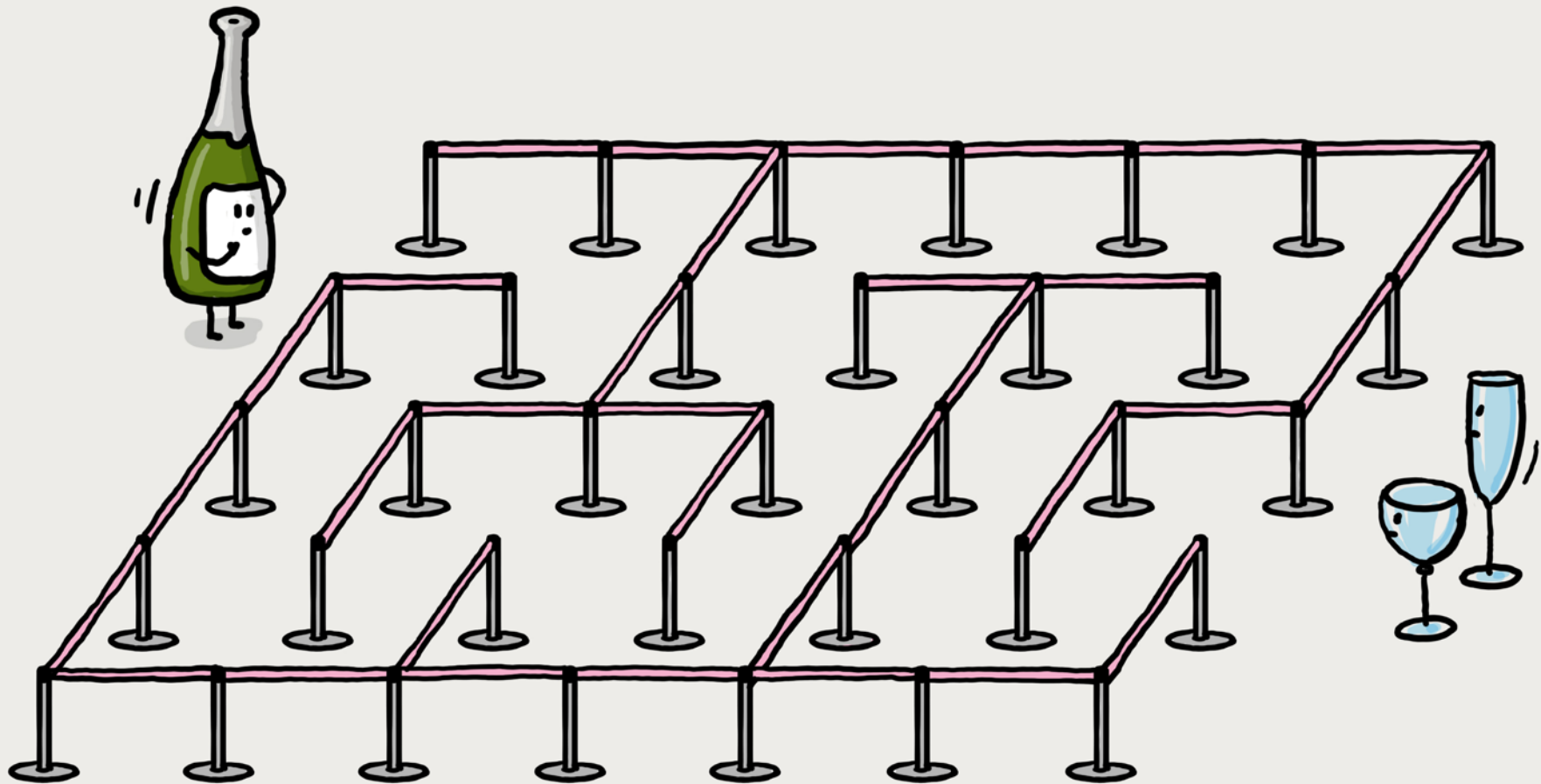
#3

Focus **on volumes**
instead of margins



#4

Servicing clients is **very tricky**





#5

Bad IT-Support
due to insufficient
systems

#6

Lack of transparency

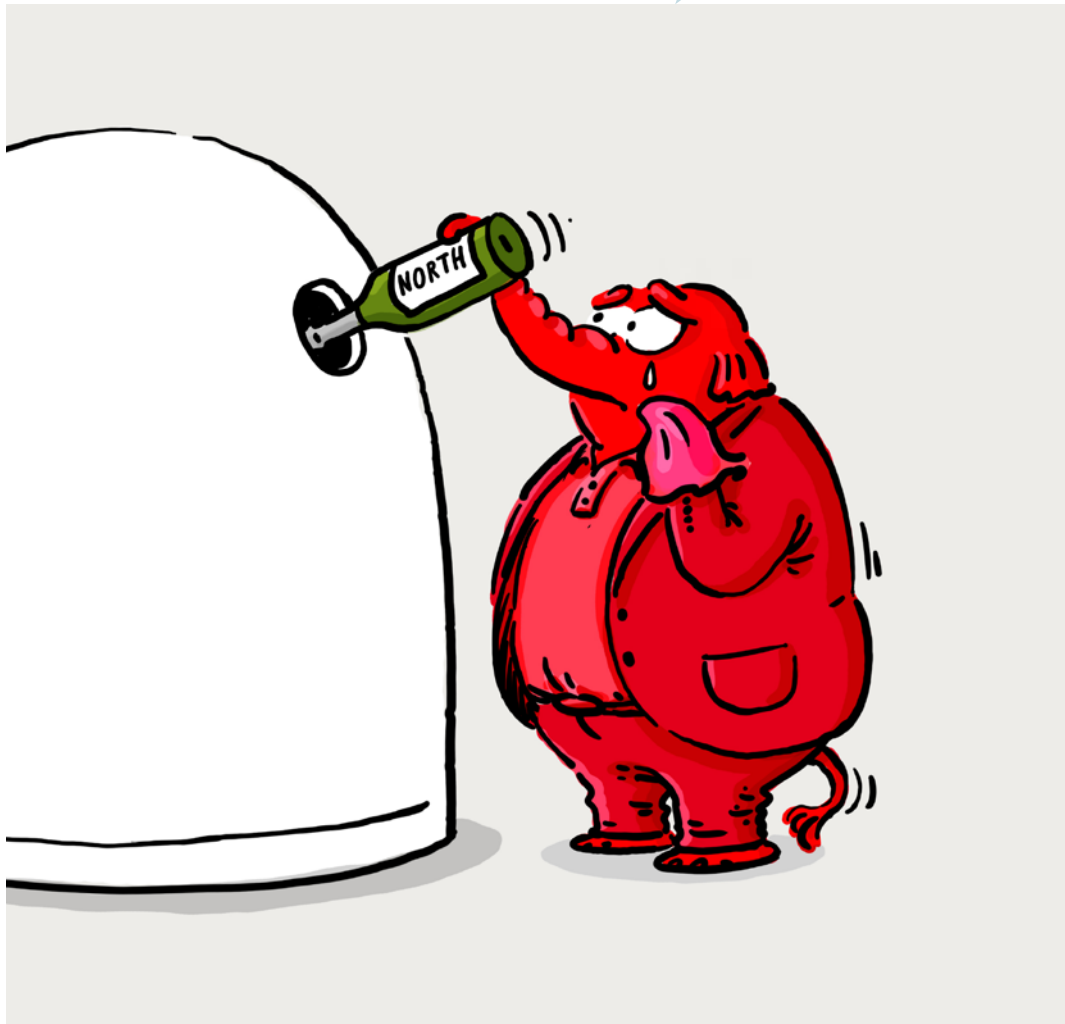
Supervisors and employees don't know what's going on



THE SOLUTION



Close
location **North**



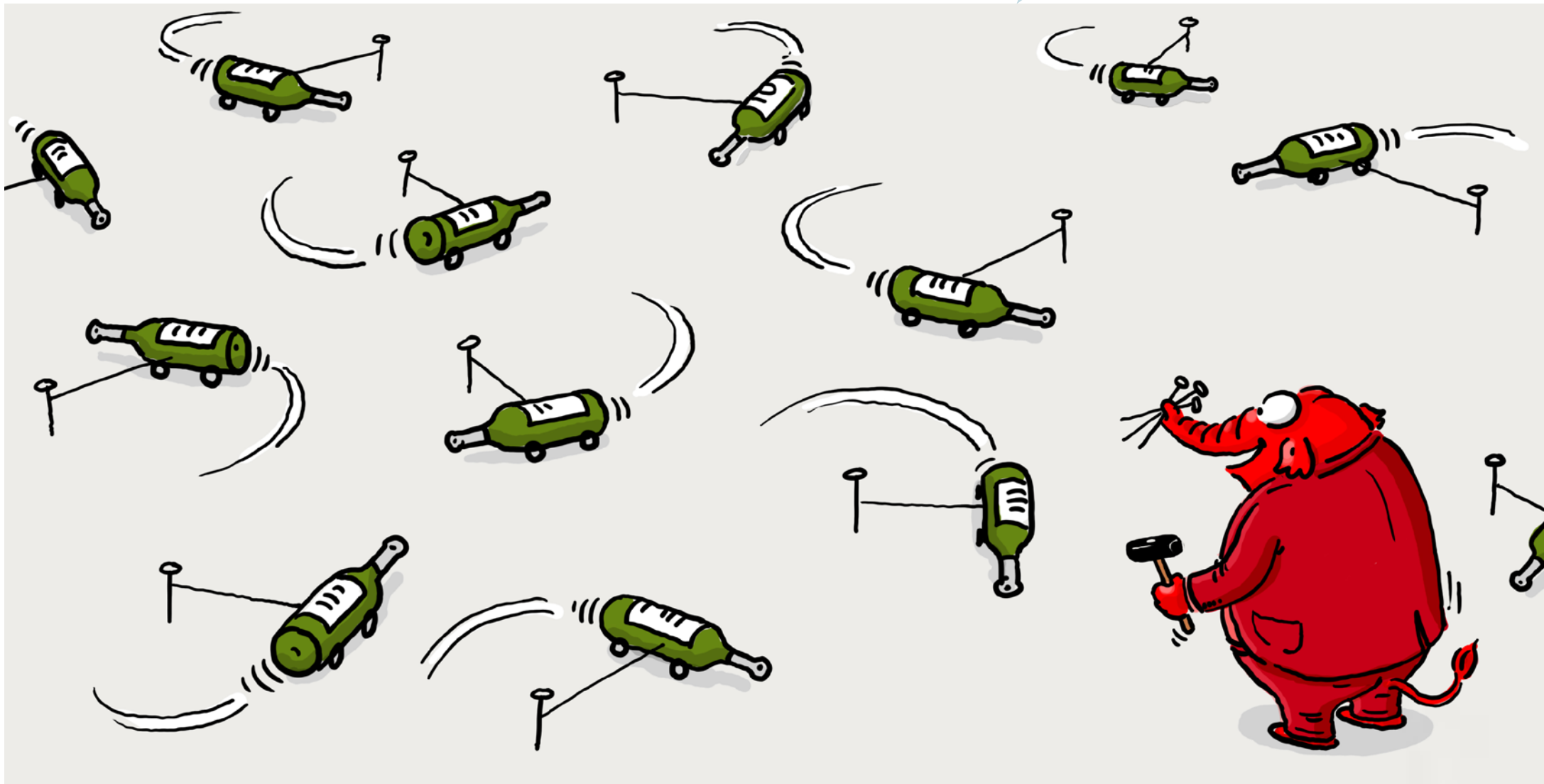
Centralize order handling
at location **South**



Make processes **lean**



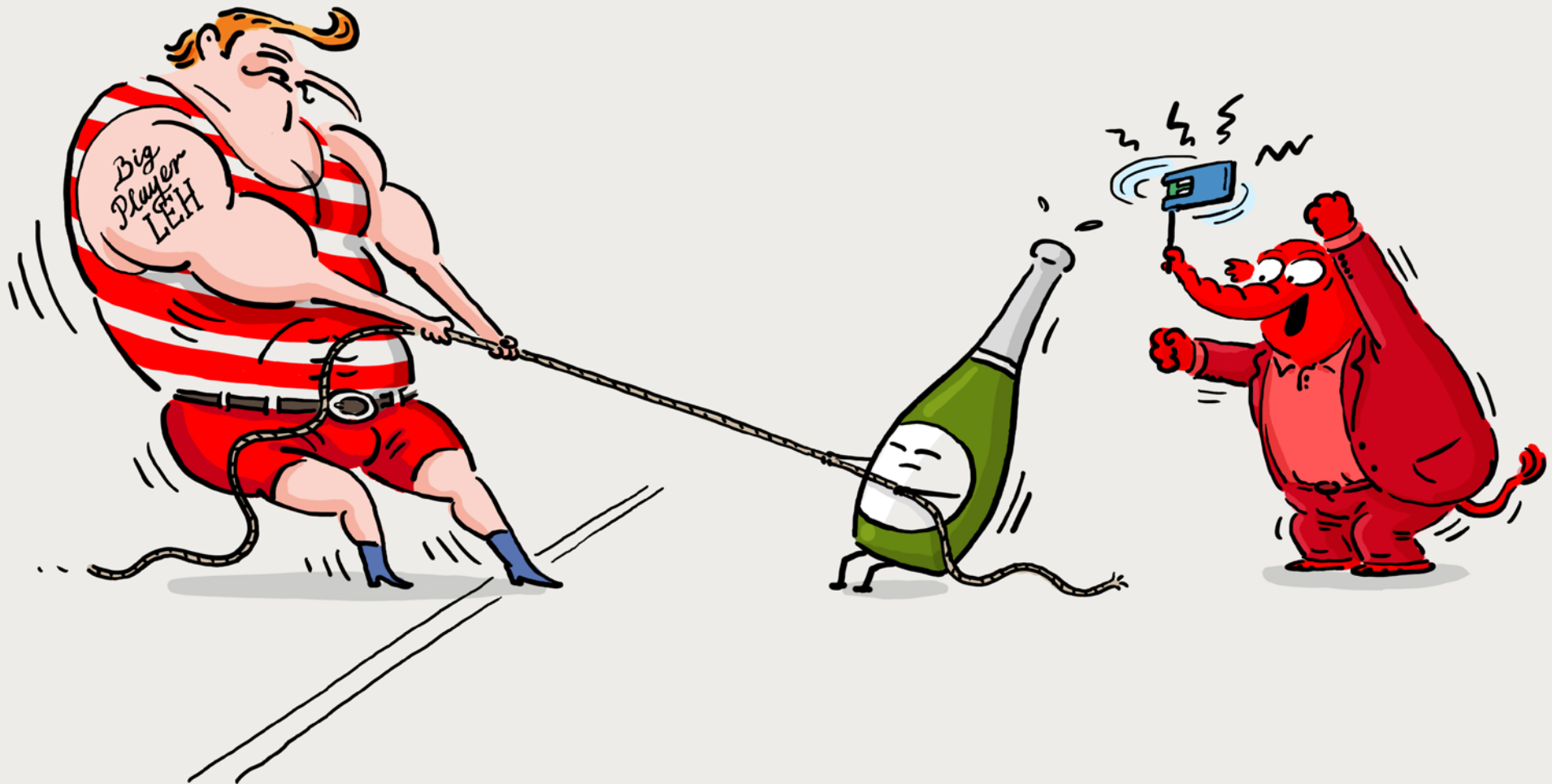
Create **regional responsibilities**



Coach
supervisors +
managers
on the floor

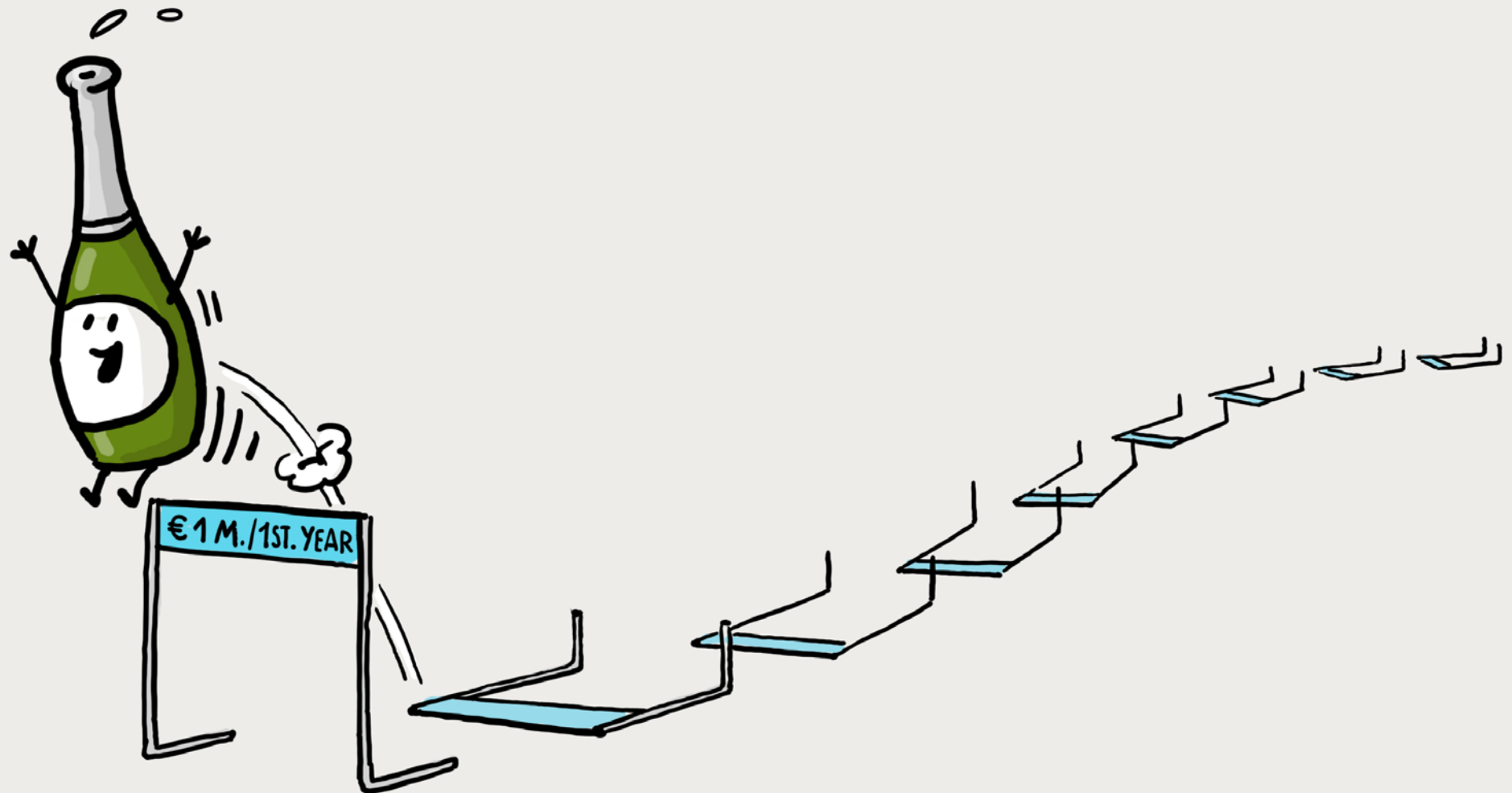


Better conditions from big and powerful clients

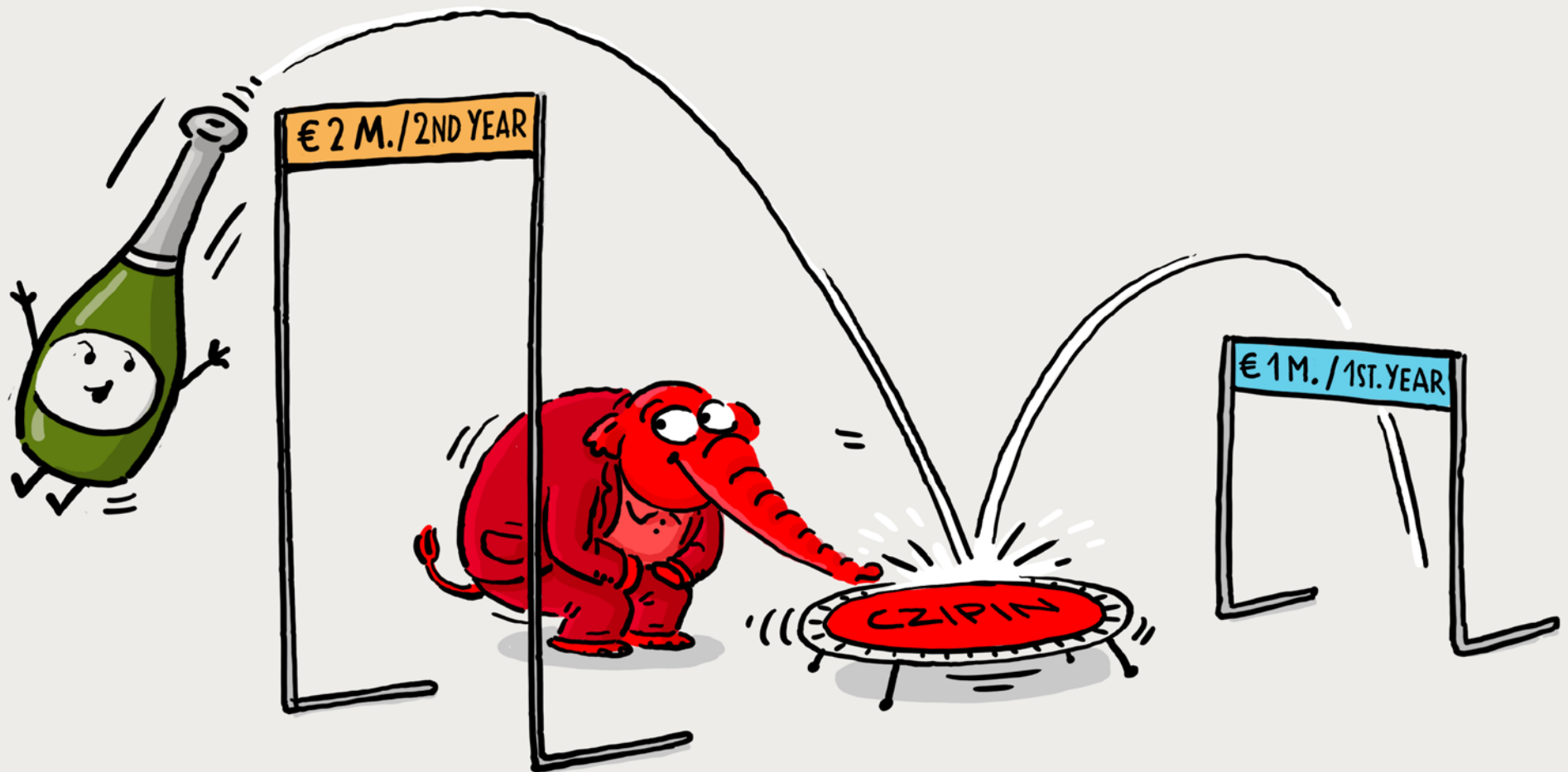




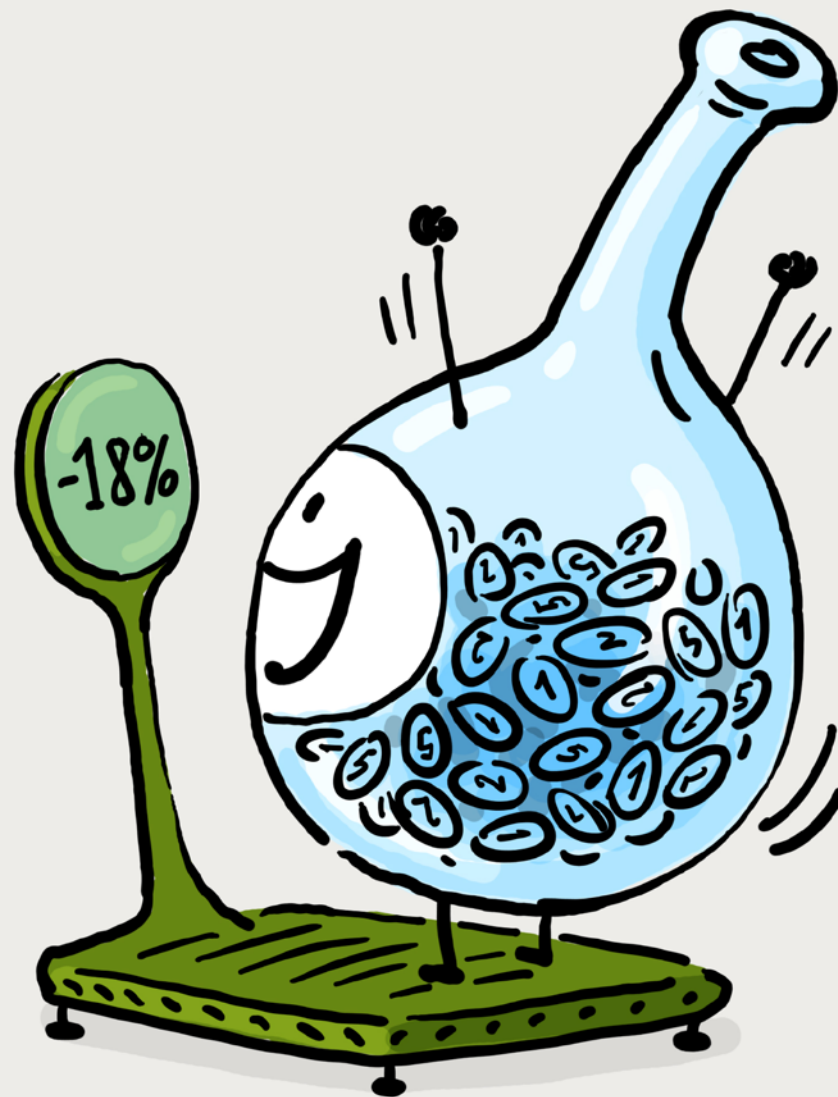
Target result **achieved** for the first time



Results **doubled** in the following year



Personnel cost
reduced by
18%



More **effective** sales force





Acquisition
of **new** brands

The **shareholders** are also happy



AND HOW CAN WE HELP YOU ?



