

Customer case**Reorganizing the sales organization and developing new business****Customer**

SPIT electrical mechanics BV

Market

Process industry

Theme

Sales Organization en Business Development

About SPIT Electrical Mechanics BV

SPIT is at the forefront of electrification and digitalization. They offer scalable solutions from grid connection to tools, technical expertise, sales, storage and repair for everything related to static and rotating electrical machines. SPIT ensures 70% less machine downtime, 30% longer lifespan and 10% less energy consumption.

Challenge

SPIT's management has the ambition to double the company's turnover. To achieve this, two steps are necessary: increasing sales team productivity and geographic expansion.

Using the Selas Reality Check, we assessed current productivity and identified areas for improvement. In addition, we analyzed potential markets in neighboring regions. Focus areas included northern Germany, the Ruhr region and the Belgian region of Flanders. The comprehensive market research delved deeply into the (rotating) electromechanical services sector in these regions.

Approach & solution

During this project, Selas & Partners developed and worked on the 2 most important activities:

- **Sales management.** Based on the assessment, a plan has been developed to increase the effectiveness of the sales team. Important activities include a greater focus on strategic customers, closer collaborations with suppliers such as Schneider Electric and Schaeffler Lifetime Solutions and an overall improvement of the way of working in the commercial department. Selas & Partners also fulfills the sales management role on an interim basis.
- **Business Development.** The Flanders region is the most promising for the next phase of development. Over the next two years, Selas & Partners, along with management, will build a robust network of relationships with partners, leading OEM companies and key asset owners. In our first six months of working with SPIT's management and sales team, Selas & Partners has immersed itself in understanding their products and services. At the same time, Selas & Partners is working on a strategic market approach, paving the way for successful expansion in the Flanders region.

Interested?

A reference letter from Mark Ent, Managing Director of SPIT, is available on request. Please contact for this with david.mesterom@selas-partners.com. You will find our substantive approach in our white paper "Business Development as a Service". Please download [here](#).