Pre-Sales Support - European Special Steel Manufacturer

The client leveraged the insights and qualified leads provided to develop a tailored sales approach with categorized prospects as 'Hot Leads,' 'Warm Leads,' and 'Cold Leads' across both APAC and Europe. This strategy resulted in a significant regional sales increase of approximately ~12-15% within one year, particularly notable in Vietnam, China, Spain, and Italy.

Thanks to STATXO's for a comprehensive analysis, we gained invaluable insights into segment-wise customer needs, empowering our field sales team to make strategic decisions with confidence and drive business growth with potential customers."

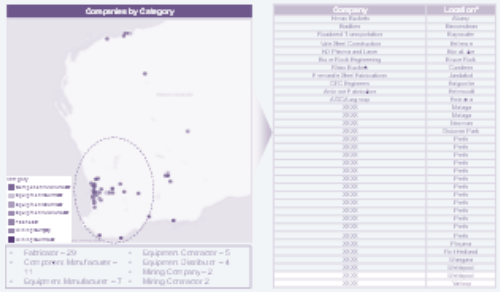
- Head, Sales & Marketing

CASE FOR CHANGE

- A leading European-headquartered special steel manufacturing company sought assistance in enhancing its sales operations. The company faced challenges in identifying concealed sales opportunities
- The client struggled to uncover potential customers in the Asia-Pacific region for Wear-resistant Steel and Armor Steel; and in Europe for Boron Steel

SHARED VISION

- To **equip the sales team with potential prospects and customer insights**, ensuring that they were well-prepared before approaching potential clients in these targeted markets
- The goals included understanding the market potential at different levels – by potential customer segments, including equipment manufacturers, component manufacturers, fabricators, contractors, and distributors

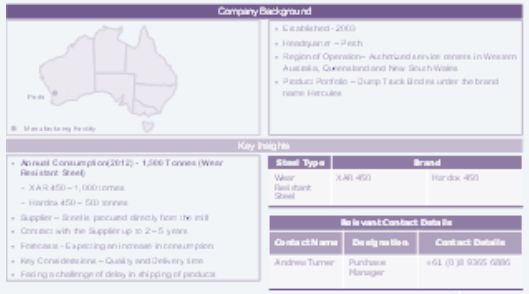


FEASIBLE PLAN

- The dedicated support team identified potential customers within the specified regions. Comprehensive **data points related to special steel requirements**, including Wear-resistant Steel, Armor Steel, and Boron Steel, were gathered, both current and expected futuristic demand
- Compiled customer's **information on investment plans, operation footprints, consumption volumes** across different facilities, procurement processes *(centralized or decentralized)*, current supplier *(mill or distributor)*, contract terms/ buying considerations, challenges with current products, contact details of decision makers and experience with current suppliers
- Insight into the client's experience with current suppliers and an examination of contract terms & buying considerations were also conducted. The team assessed the willingness of potential customers to switch their current supplier or upgrade their steel types

CAPABILITY TO DELIVER

- Empowered by the insights and qualified leads provided, the client successfully crafted a robust sales and approach strategy tailored to targeted potential customers, classified as **'Hot Leads', 'Warm Leads'**, and **'Cold Leads'** in both the APAC and European regions
- Identified and qualified leads increased client's regional sales by **~12-15% in a year** *(major increase in Vietnam, China, Spain, and Italy)*



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