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VALUE SELLING AT SKF SERVICE (A)



Introduction

SKF operated as a worldwide supplier of bearings seals and lubrication systems until it experienced obstacles when transitioning from its product-oriented model to value-driven sales. SKF Service worked to transform its sales procedures for delivering better customer worth beyond basic price and product specifications.



Challenges

To implement value selling successfully SKF Service needed to establish training programs that taught its personnel how to communicate benefits of SKF solutions properly. SKF Service faced three main obstacles that consisted of customer opposition toward standard pricing systems and problems in measuring valuable benefits alongside a requirement for organized selling methods.



Customized solutions

The company developed higher competitive strength through its value-added proposition that exceeded standard low-priced promotional deals.



Conclusion

Value selling emerges in the SKF Service (A) case as a vital B2B sales approach for the current business landscape. The successful transformation into a value-driven sales operation at SKF occurred through customer needs analysis combined with benefit quantification and effective sales training of teams.



Process

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