

“With fewer sales reps,  
we now offer quotations  
with a higher revenue”



Marc van Bragt  
MARKETING & SALES MANAGER

NASSAU Indus Deur is part of the Danish NASSAU DOOR A/S and has supplied the highest quality industrial doors for almost 40 years. However, not only quality in production and delivery play a role. For NASSAU Indus Deur, quality in service is becoming more important. Marc van Bragt (Marketing & Sales Manager) explains which contribution Sofon made to the switch from product-oriented to service-oriented company.

## Better insight into quotation portfolio makes it easier to score

### KNOWLEDGE

Selling industrial doors means supplying customer-specific solutions, as every door is a little different from the next. Van Bragt explains: “Our staff used to need a lot of knowledge and experience to offer an industrial door in a correct way. This resulted in a great risk of errors. Also, quotes and deliveries were far too time-consuming. And these are precisely the important challenges for a company dealing with industrial doors: timely and complete delivery. Deviations in the logistic business chain, from supply to installation, tend to have large financial consequences.”

### TRUST AND PROOF

NASSAU Indus started a search for a configurator that made zero defect delivery possible. “For us, trust and proof played an important part in the selection. In the end, we decided on Sofon, partly thanks to their positive references. A few Sofon customers were very open and shared their experiences with us concerning their use of Sofon. This strengthened our trust in the company. Return-on-investment calculations also showed that the investment would be recouped quickly. And that expectation turned out to be right.”

### RETURN ON INVESTMENT TIME

NASSAU Indus took half a year to revise their operating methods and save their knowledge in

Sofon. “After this half year, our sales reps could utilize the knowledge saved in Sofon – using a questionnaire – to configure products and generate quotations. Because we are using Sofon, we have become smarter as an organization: quotations are now always correct and products are 100% feasible. We more than recouped our investment in Sofon within a year, as we supplied fewer defective doors. But also because training time was shortened and fewer people are now needed in the quotation process.”

### DIFFERENCE

However, NASSAU Indus wanted to supply more than only a good quality product. “There is a lot of competition in the market and industrial doors often have a long lifecycle. Supplying only new doors is therefore not lucrative enough. We wanted to distinguish ourselves in the market in the area of service. And not only just in service, but in the best service available. For example, we can be reached 24/7 and we quickly come up with a solution, as a defective door costs our customers money. So we give our customers complete advice: on matters from operational safety up to and including security. Our advice is tailored to the customer. A company dealing with high-tech products may have completely different security needs than a company in cleaning products. Sofon helps us give good advice and supports us in handling service calls. We use Sofon both



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for new business and for service to existing customers. In this way, we not only produce a sales order in Sofon but we also produce a concept service contract. A signed service contract then costs you no real extra effort.”

### LOWER SERVICE COSTS

In these times of cost savings, NASSAU Indus Deur notices that customers prefer a quick save on maintenance. “But we show them how we can bring their service costs down. For example, we monitor service costs per door. We often conclude that 20% of the doors represent 80% of the costs. These are the doors we then deal with. Possibly one of these doors should really be replaced, or perhaps a former supplier sold the company the wrong kind of door. A door that is constantly opened and closed suffers a lot of wear and tear. In that case, a logical choice is to replace this standard door with a high speed door. High speed doors are more expensive than standard doors, but the customer saves so much on service costs that the difference is quickly recouped.”

### MONITORING

Thanks to Sofon, NASSAU Indus Deur has a complete overview of all installed doors. NASSAU Indus Deur also has the tools to monitor doors, sales reps and sales opportunities. “With Sofon, I have my quotation portfolio completely mapped-out. I can immediately see which potential deals we need to focus on and which (potential) customers



need more attention. We also have the possibility of producing sales reports. In this way we can follow revenues, margin and discounts per sales rep in relation to the budget. This has shown positive results for us. With fewer sales reps we now offer quotations with higher revenues.”

### MORE TRANSPARENCY

The Belgian branch – NASSAU Door – now also works with Sofon. “Since Sofon is operational in Belgium, there is more transparency. We now have one price list for two countries. And that price is up-to-date. We can no longer sell a part for too little. Our Belgian branch is now enjoying the advantages of uniform quotations and of improved quality and time savings. I want to bring both branches to the same level. And Sofon helps with this; the sales of service contracts in Belgium has increased by 100%.”

## WHAT DID NASSAU INDUS DEUR ACHIEVE WITH SOFON?

### 1<sup>st</sup> phase

- Quotations and orders are produced faster and with less effort
- Quotations and contracts are complete, clear, uniform and error-free
- Fewer people involved in quotation process
- Offered products can always be realized

### 2<sup>nd</sup> phase

- Service contracts are automatically generated
- Quotation portfolio mapped-out; improves monitoring and management
- Harmonization of the organization and approach to sales and service in Belgium and the Netherlands
- Fewer sales reps now offer quotations with higher revenues
- Training time new staff shortened
- Product knowledge is documented
- More transparency

