



About Axians

axians

Name: Axians ICT Austria GmbH
Industry: IT services and solutions
Number of employees: 388

Axians ICT Austria is a leading Austrian IT provider for businesses and a member of the VINCI Energies Group.

With six branch offices in Austria and two foreign branches (in Germany, and France), Axians ICT Austria is always close to its clients.

Their portfolio extends from infrastructure solutions with components of the leading manufacturers to applications know-how and solutions in the areas of SAP, retail and logistic. Cloud Services from the Austrian Data Centers enable alternative delivery models and the outsourcing of IT agendas.

The consulting areas of Axians ICT Austria GmbH are reflected in the seven business units of the company, which cover the areas of infrastructure, SAP, advanced analytics, cloud transformation services, the logistic solutions Ibase and cargoNET, as well as network & cloud services.

The Challenge

Axians ICT Austria GmbH resulted from a series of mergers and acquisitions of several companies, bringing together employees with very different experiences and corporative cultural backgrounds. This situation affected the whole organization, including the sales team. As a result, the sales team had adopted several different selling methodologies and practices. One of these approaches was account planning. Until now, there was no common understanding about the value of account planning, and a standardized methodology for its implementation was missing.

Due to its history and large heterogeneous customer landscape, the company focused mainly on its existing customers, putting very little effort into the acquisition of new clients. Many selling opportunities were overlooked, because Axians employees were not using the resources, experiences, and connections that were available within their own company.

Many employees perceived account planning as a mandatory practice for the management, and not as an effective tool for their own work.

The Objectives

The first objective was for the sales team to adopt a comprehensive methodology for account planning, in order to meet the challenges for innovation of their customers. The second objective was for the sales team to recognize account planning as an effective tool to reach their own selling targets, as well as to succeed in the acquisition of new clients.

The Solution

A total of 15 sales employees attended an account planning workshop in an external location.

The **Account Planning Workshop** uses an innovative approach to help sales teams develop and improve their strategy for account management.

Using different Design Thinking methods, the account teams collect and analyze information and details about existing customers and their end users.

This leads to a common understanding of the clients, which allows the account teams to detect selling opportunities that had been overlooked before. These opportunities flow into the common account planning for the next three years, expanding the relationship with the clients and creating an ongoing revenue stream through up and cross selling opportunities.

 **15**
Account Managers

 **4**
Key Accounts

 **4**
Specific Account Plans

“The purpose of the workshop was to create a common understanding of modern account planning requirements in a team of experienced people used to work on their own in key account management. We have discovered a very innovative methodology and have been able to apply it to our customers. Our employees realized the value of account planning, which created a very good basis for its validation within different business areas and with our customers. I expect a remarkable improvement in cross-selling, as well as consistent quality improvement in our customer plans thanks to the interaction with the clients. The consequence, of course, will be better sales results!”

Andreas Weigl
Sales Director
Axians ICT Austria GmbH



During the workshop, Axians' employees, divided in four teams, applied and tested the methods of an account planning cycle with four of their clients. At the same time, they defined the minimum requirements for a customer plan and identified other demands regarding framework conditions. In order to ensure the regular implementation of these measures in everyday work, an activity plan was created.

About PDAgroup

PDAgroup supports companies with specific and tailored training programs in the areas of sales, marketing, channel management, innovation, as well as strategy and human resources management. In order to guarantee that the training program will achieve the best results, different analysis tools are used to identify strengths, weaknesses and potential of the company at the beginning of the process. PDAgroup has already trained more than 4000 people in over 60 countries.

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