



About KARL MAYER

KARL MAYER

WE CARE ABOUT YOUR FUTURE

Name: KARL MAYER

Sector: textile machinery building

Employees: > 3.300

KARL MAYER is an innovative market leader as well as driving force in the textile machinery building. The manufacturer offers perfect solutions for the fields of warp knitting and flat knitting, technical textiles, warp preparation for weaving and digitalization. To ensure the success of its international customers, KARL MAYER has always been eager to provide its clients with the best economical and technical products and services and to offer innovations which bring fresh impetus to the textile world.

www.karlmayer.com

The Starting Point

KARL MAYER's Warp Preparation Division has already launched an initiative to improve its sales processes. The „Sales Development“ was to standardize sales documents and establish knowledge management within the sales team. Now the company is facing a change of generations in sales. For this reason, KARL MAYER considers Sales Enablement guided by experts as indispensable in order to bring all generations in the sales department to the same knowledge level and to sustainably increase the sales performance of the entire company. To ensure a smooth transition and implementation of this new way of doing sales, a neutral view and Sales Enablement expertise are necessary.

The Goal

KARL MAYER aims to coordinate its sales activities even better in the future, to make them more effective, and at the same time to create continuous training for its entire sales organization. Sales Enablement should be introduced as a holistic concept with the three pillars of technology - sales process, training and coaching - content and content creation, as well as through the framework of leadership and strategy in KARL MAYER's warp preparation. This will bring all employees of customer-facing departments to the same level of knowledge and fosters the understanding that they are all part of one large team, which is sustainably increasing sales via an improved customer experience.

The Solution & Result

Under the guiding question „How can we at KARL MAYER (BUWP) continuously support, develop and improve sales through Sales Enablement, with the aim of increasing market share and contribution margins?“, ten colleagues from warp preparation at KARL MAYER took part in a design thinking process. Sales Enablement experts from the PDAGroup moderated this procedure using various methods and shared their expertise on the topic.

Success Story

Sales Enablement Workshop KARL MAYER

Prior to the one-day workshop, an analysis meeting was held to determine the current economic situation of the business unit (NDA-protected). In addition, a status quo check on Sales Enablement was conducted by KARL MAYER sales management in the form of a self-test. The workshop represents the starting point for the implementation of Sales Enablement at the company. In addition, various milestones were defined for the implementation into all areas. The concept of design thinking made it possible to convey important content and complex topics within just one workshop in a cross-departmental and collaborative manner, and to include all perspectives in an unfiltered manner. The participants described the workshop as inspiring and it was convincing due to the successful moderation, which made it possible to work on a focused result. The workshop took place in hybrid form due to the current Covid-19 pandemic. Some participants took part on-site, some joined virtually.

At KARL MAYER, Sales Enablement is now an important part of the company's sales development and strategy. The next steps are to independently implement the measures developed in the workshop, such as setting up the basic framework and further elaborating their own Sales Enablement charter. PDAgroup supports the defined work packages with its expertise and network partners in the area of sales and Sales Enablement.

About PDAgroup

PDAgroup is a spin-off from MCI, the Entrepreneurial School, and was founded by two professors, Dietmar Kilian & Peter Mirski, along with a group of experienced consultants and young dynamic talents. PDAgroup is the consulting and training company that offers top expertise in the field of B2B solution sales. For more than ten years, we have trained thousands of national and international customers and have measurably increased their **'best sales performance'**.

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Day of interactive, method-based creative workshop



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Participating colleagues from 7 departments



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Concrete activities and approaches for the implementation of Sales Enablement

“The Design Thinking Workshop was interactive, entertaining and gave us food for thought.”

Dieter Gager
Sales Leader

“The PDAgroup workshop was very inspiring and set a milestone for us in terms of Sales Enablement. Now we need to continue working on it ourselves, so that we do not lose focus in our day-to-day business.”

Patrick Wohlfahrt
Regional Sales Manager