

## Improving sales performance as a growth enabler

After a period of focus on operational excellence, it was time for the next phase of growth by improving commercial performance



*Directly after our Private Equity partner NewPort Capital joined the company, we needed to further professionalize our sales department. RevelX was able to make an independent and thorough analysis of the necessary sales improvements in a very short time. No large long-term projects, but very pragmatic and action-oriented.*

- Patrick Bark  
CEO Scan Modul International Holding B.V.



# About the client



Scan Modul was established in 1912 and has developed into being a market leading provider of modular storage solutions (trolleys, cabinets and baskets) and related technologies (stock management software) for hospitals. The company has more than 8000 users, and has own operations in 8 European countries and its HQ in the Netherlands.

The shares of the company were acquired by NewPort Capital in 2019 and a new Managing Director was hired.

## The Challenge

In recent years, the company has improved its profitability via a strong focus on operational excellence. The next level of ambition is to further grow its sales results. NewPort Capital and the new Managing Director wanted to get a clear image on the quality of its sales organisation and commercial processes and a clear prioritization of potential improvement actions.

## The Solution

RevelX executed a Sales Improvement Scan, which led to clear insights on what aspects of the sales process and organisation could be improved. The scan included both data analysis as well as in depth interviews with all members of the sales team.

# Results

The scan provided information on topics such as: Current market penetration and potential improvement thereof, additional cross & upsell potential with existing customers, key revenue drivers for various customer segments, and various organisational improvements. The newly hired director of sales could make an immediate start with the implementation of identified improvements.



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