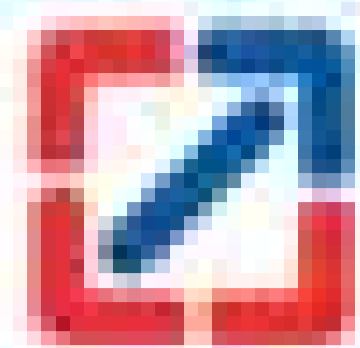


# From India's 2nd Largest Tyre-Bead Wire Manufacturer, Rajratan India Became No. 1 In 15 months Through A Sales-Excellence Program



## 1 Diagnosis

**1. Full Market Potential and Growth Opportunities not identified**

**2. No Intelligence on Material Requirements of each consumption point**

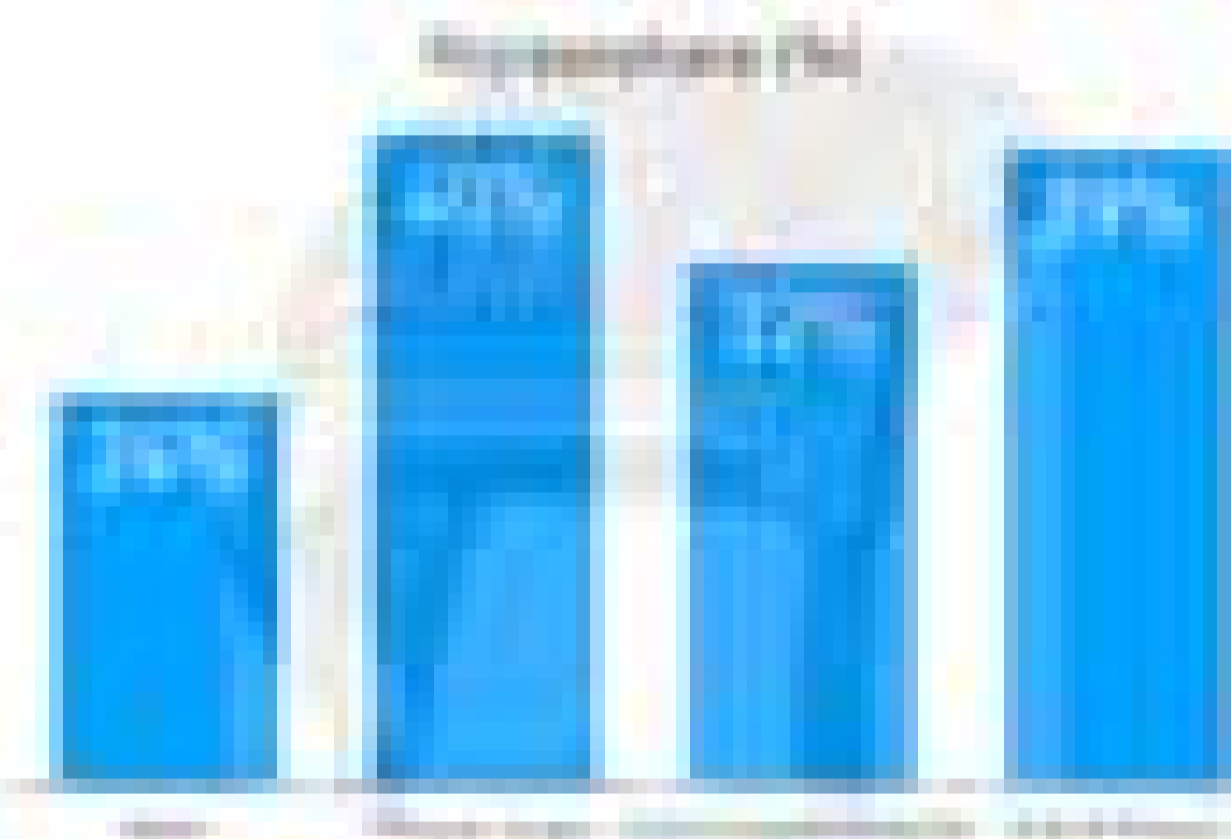
**3. No Sales Loss Analysis & Problem Solving at each consumption point**

## 2 Implementation



## 3 Results

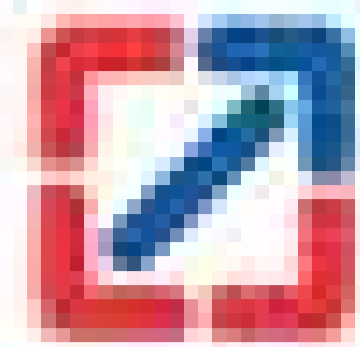
Marketshare ↑ from 24% to 39%



Improved Sales Plan Accuracy + Better manufacturing execution

Improved Customer Satisfaction (strategic projects aligned to Delivery & Quality SLAs)

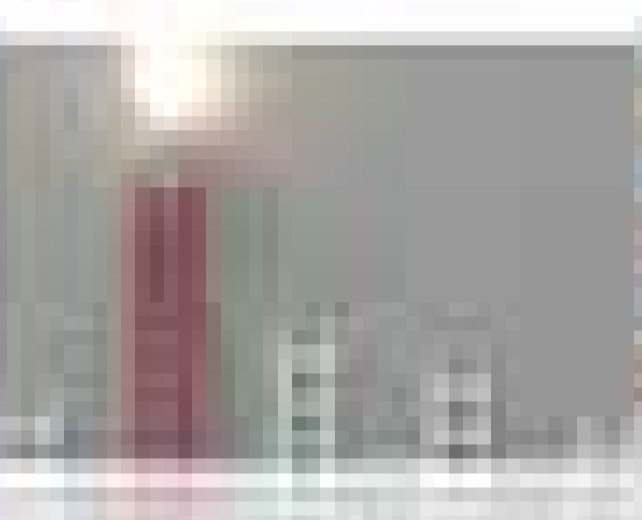
Improved Coordination Between Sales and Manufacturing



## Lever Identified

## Implementation

## Results



### Manufacturing Excellence



### Sales Transformation



- Integrated Planning
- Process Parameter Control
- Continuous Monitoring Systems
- Problem Solving For Top Issues
- Strategic Projects for Quality Improvement & Operational Delivery
- Coaching & Knowledge Sharing
- Standard Operating for All Functions
- Performance Review

- Customer and Business Plan and Growth Strategy (Short & Medium Term)
- Daily Work Management Practices
- Sales Team Coaching
- Standard Management

