

The background of the slide features a dark teal color with a network of thin, light-colored lines forming a globe. The APAC region (Asia, Pacific, and Australia) is highlighted in white. The text "APAC Sales Meeting" is centered in a large, white, sans-serif font.

APAC Sales Meeting

Dec 2022
Heinz Nowicki

AGENDA



1 Management update

2 GAM Programm

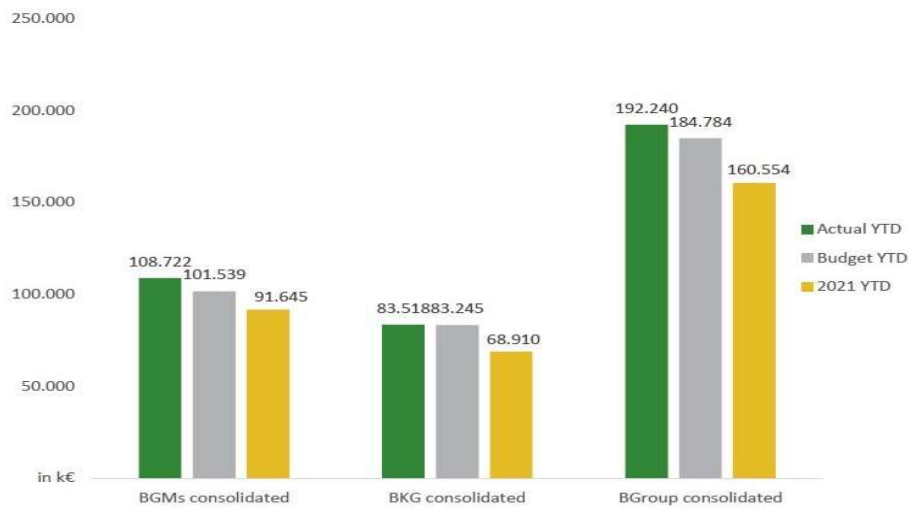
3 Global Customer Relationship Management (CRM)

4 Global Feedback & Innovation

5 Questions

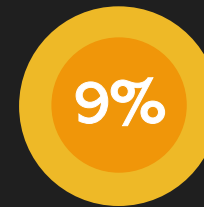
2. KPI and target 2022

2022



in k€	BGMs consolidated	BKG consolidated	BGroup consolidated
Actual YTD	108.722	83.518	192.240
Budget YTD	101.539	83.245	184.784
2021 YTD	91.645	68.910	160.554

2023



Min. Sales growth to 2023



EBIT

Global Account Management (GAM)

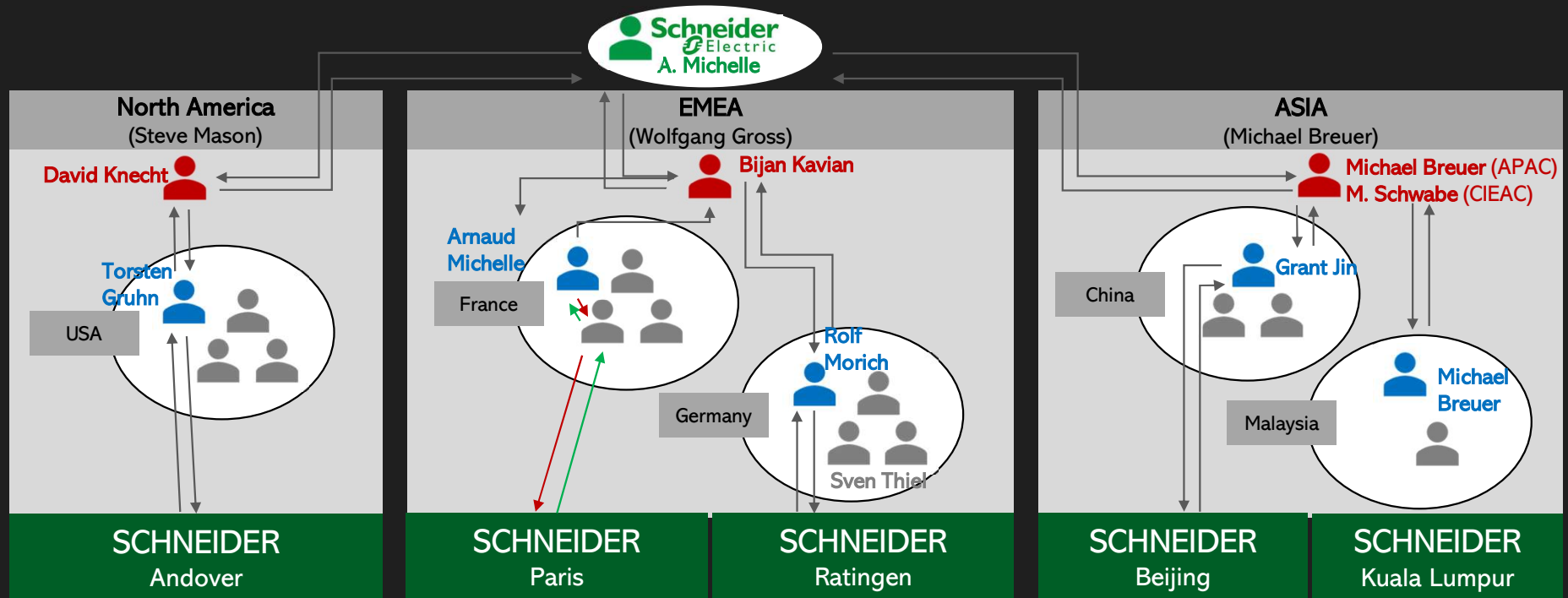
Decision Making Unit (DMU): Miller Heimann Methode



Individuals who make up the DMU



Global Account Management (GAM): communication is key!

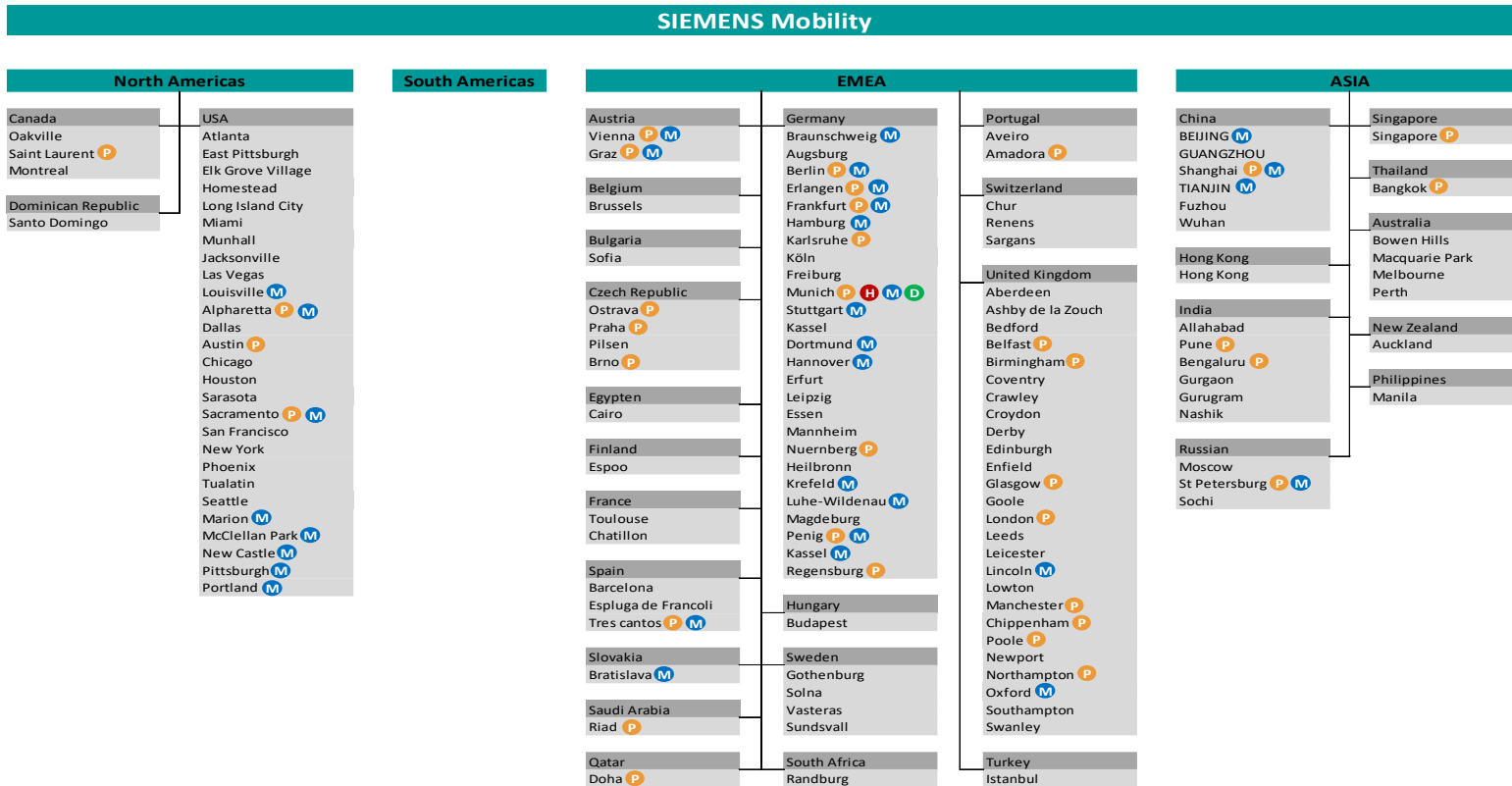


- GAM (Global Account Manager)**
Global coordination of a client, synchronisation of e.g. prices, business models, reference projects
- RAM (Region Account Manager)**
Regional contact person for the customer and Bender internally for cultural adaptation and requirements
- KAM (Key Account Manager)**
Representative of the client's interests internally and first point of contact for strategic and fundamental issues
- Sales**
Local sales representatives, REP or Partner
- Request & requirements
- bidirectional information
- Responses and dialogue, support via visit, telephone, e-mail: *(human relations & fast response)*

Global Account Management (GAM): Example Siemens „Healthineers“



SIEMENS Worldwide Locations



- H** Headquarter
- M** Production
- P** Purchasing
- D** R&D center

International Consulting Companies





Global Customer Relationship Management (CRM)

Current situation

- Various CRM solutions used in the Bender Group
- Global account management not technically feasible
- Lack of transparency of global customer and order information
- Global sales reporting technically not possible
- Lack of standardization of global sales processes



Future

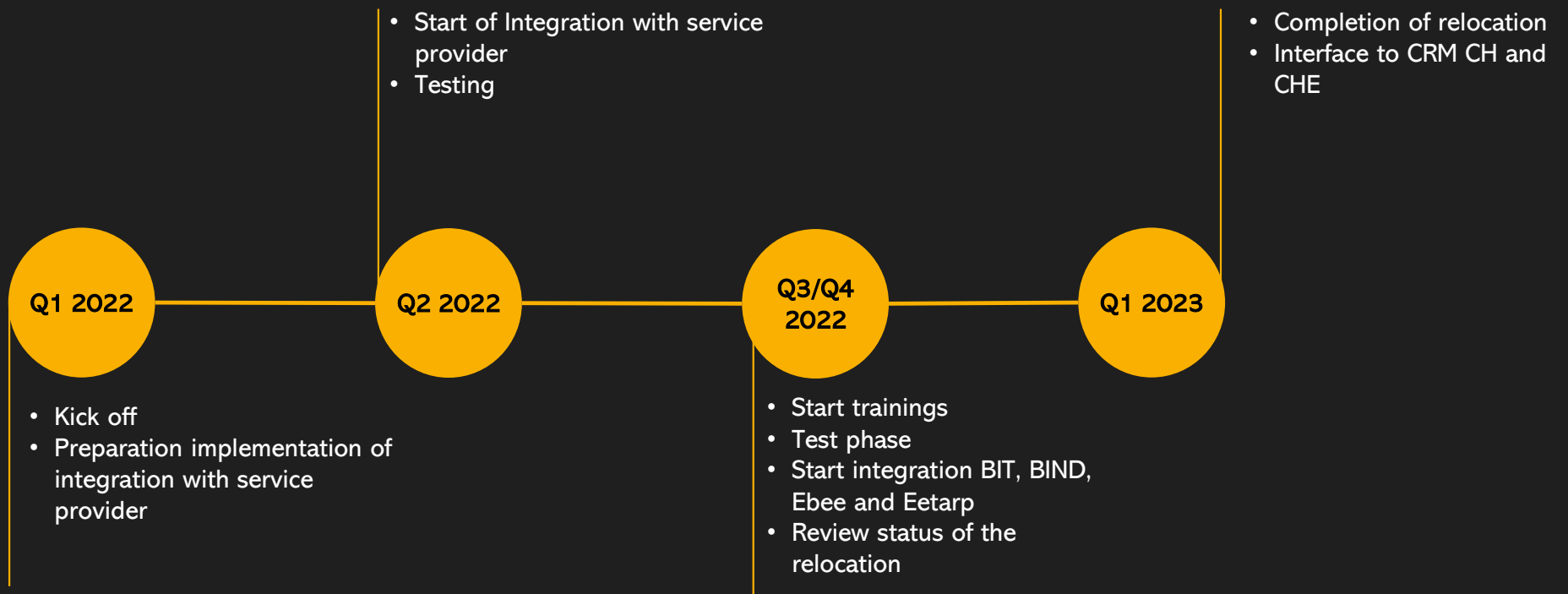
- Unified CRM system for the entire Bender Group
- Realize Global account management
- Transparency of global customer and order information
- Simple global sales reporting
- Increased sales efficiency through global processes

EDGE



E like: Efficient Company Structure - Global account management contributes to the company strategy. Global collaboration is required to successfully achieve this goal!

Timeline CRM strategy

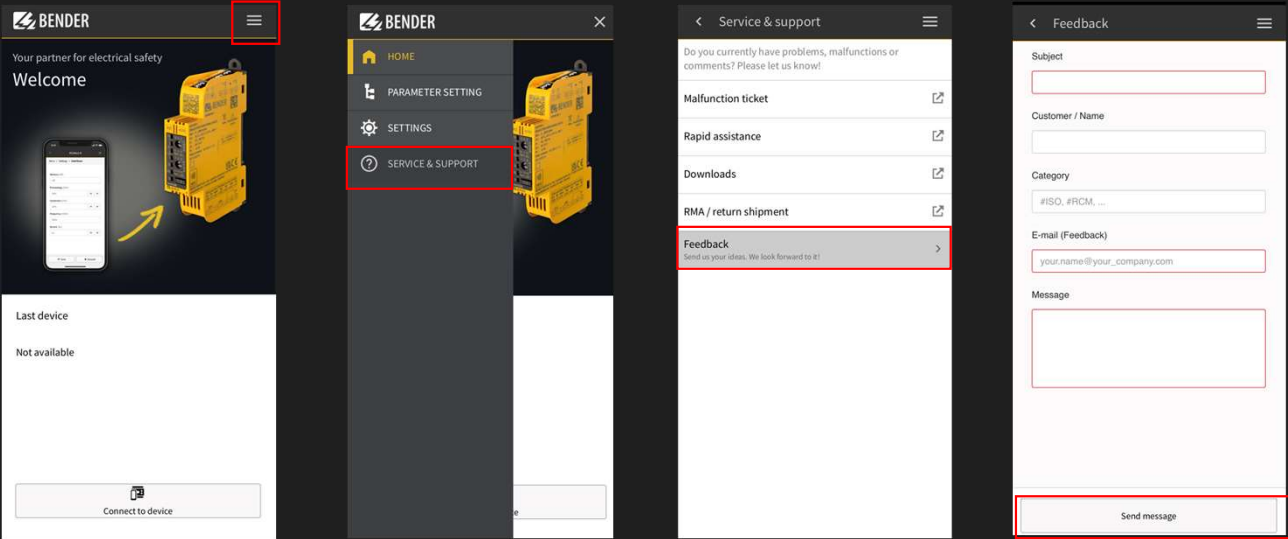




Global Feedback and Innovation

Bender App – feedback channel

The new Bender feedback channel now also accessible via the Bender App



THANK YOU
to be a Partner

