

# DIGITAL SALES TRANSFORMATION OF A TECHNICAL SERVICE PROVIDER

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# Busting myths....

TÜV SÜD is a Government / Non-Profit Organization

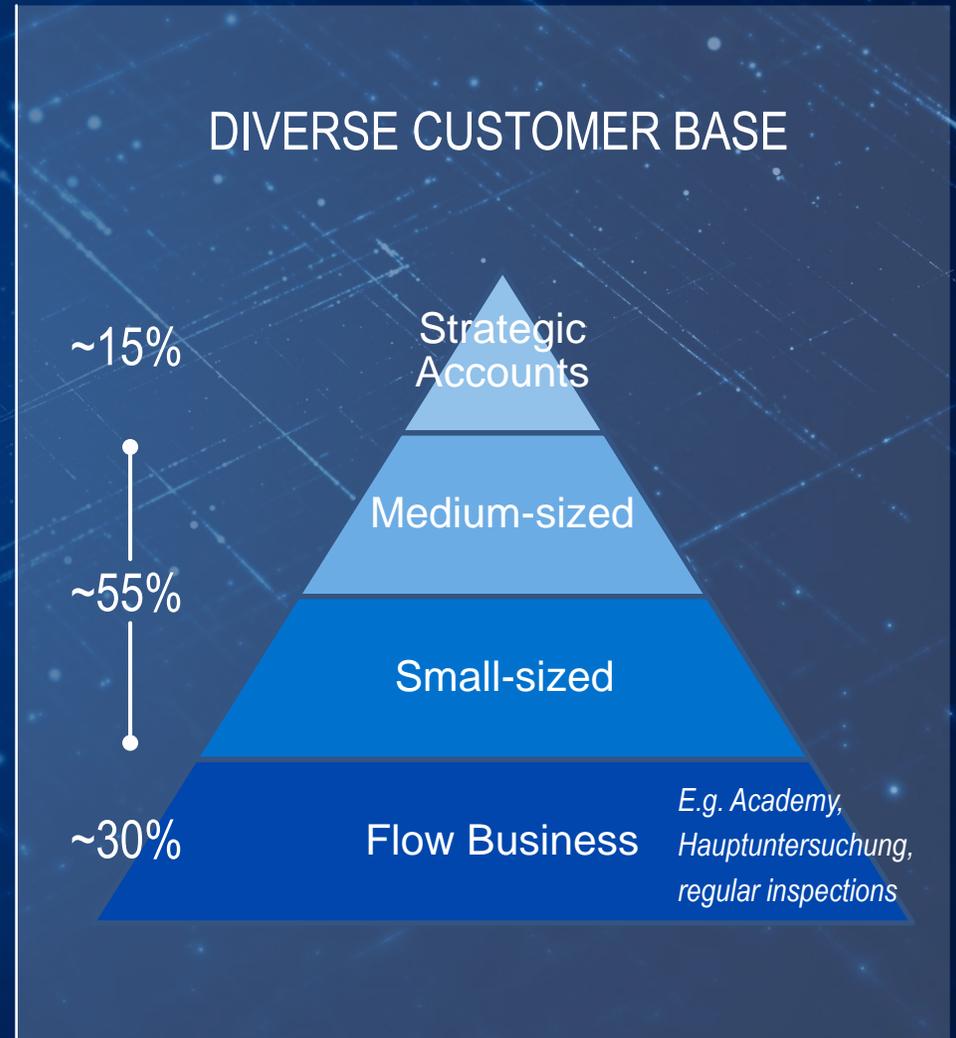
There is one TÜV Organization

TÜV SÜD is offering predominantly PTI services („Hauptuntersuchung“)



# What is the sales challenge for TÜV SÜD?

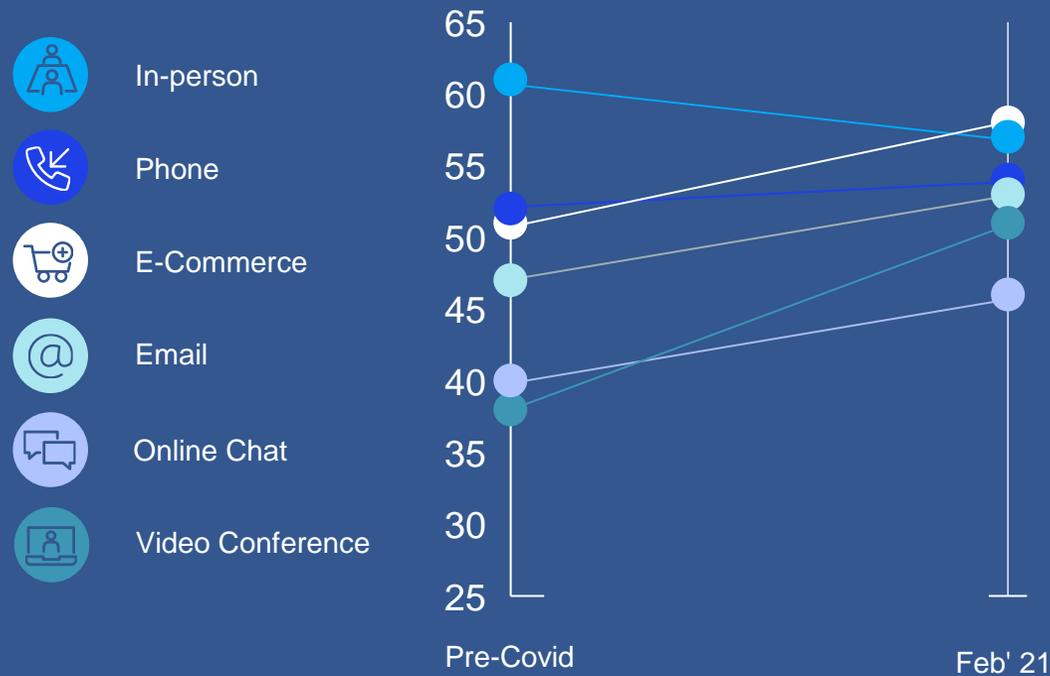
	<b>6</b> REGIONS	<b>9</b> INDUSTRIES
<b>5</b> DIVISIONS	<b>19</b> BUSINESS UNITS	<b>69</b> BUSINESS LINES
	<b>&gt; 1,000</b> SERVICES	



# As purchasing goes omnichannel, sales models will go hybrid

In what ways was your company's product or service sold before and during COVID-19

% of respondents



28%

of B2B organizations have hybrid sales roles today.

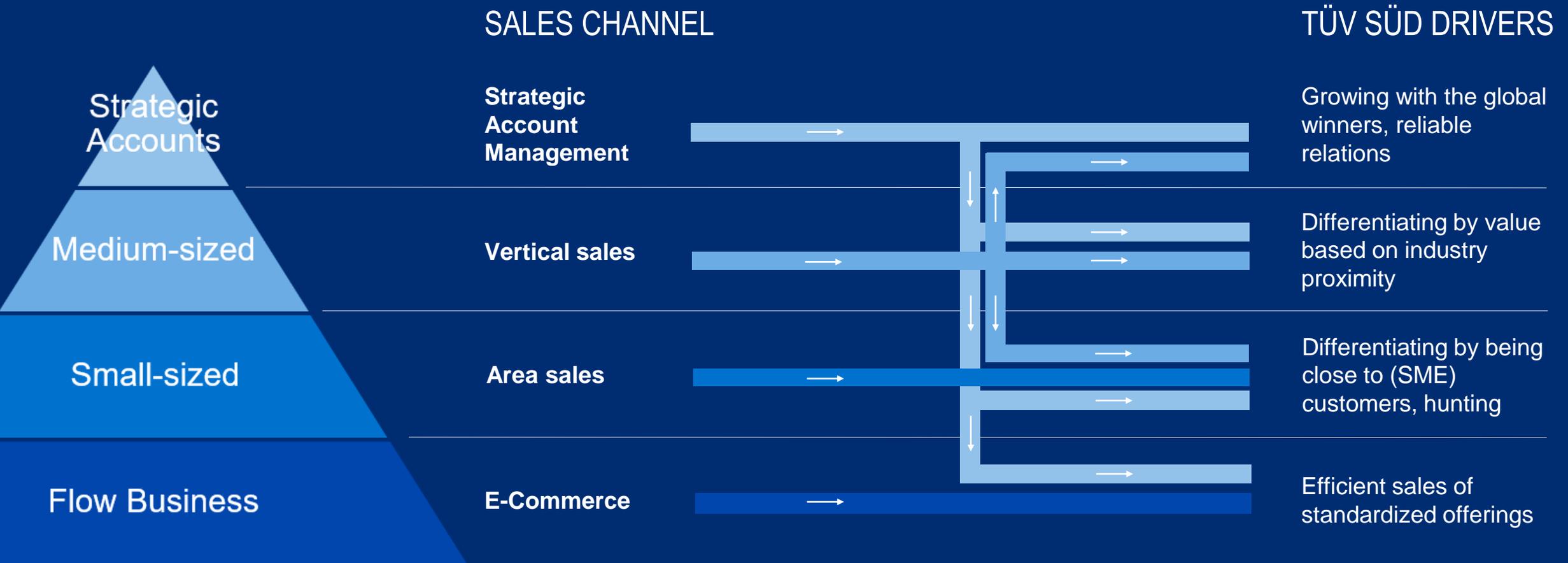
77%

of those with hybrid sales roles introduced this role given the switch to virtual driven by COVID-19.

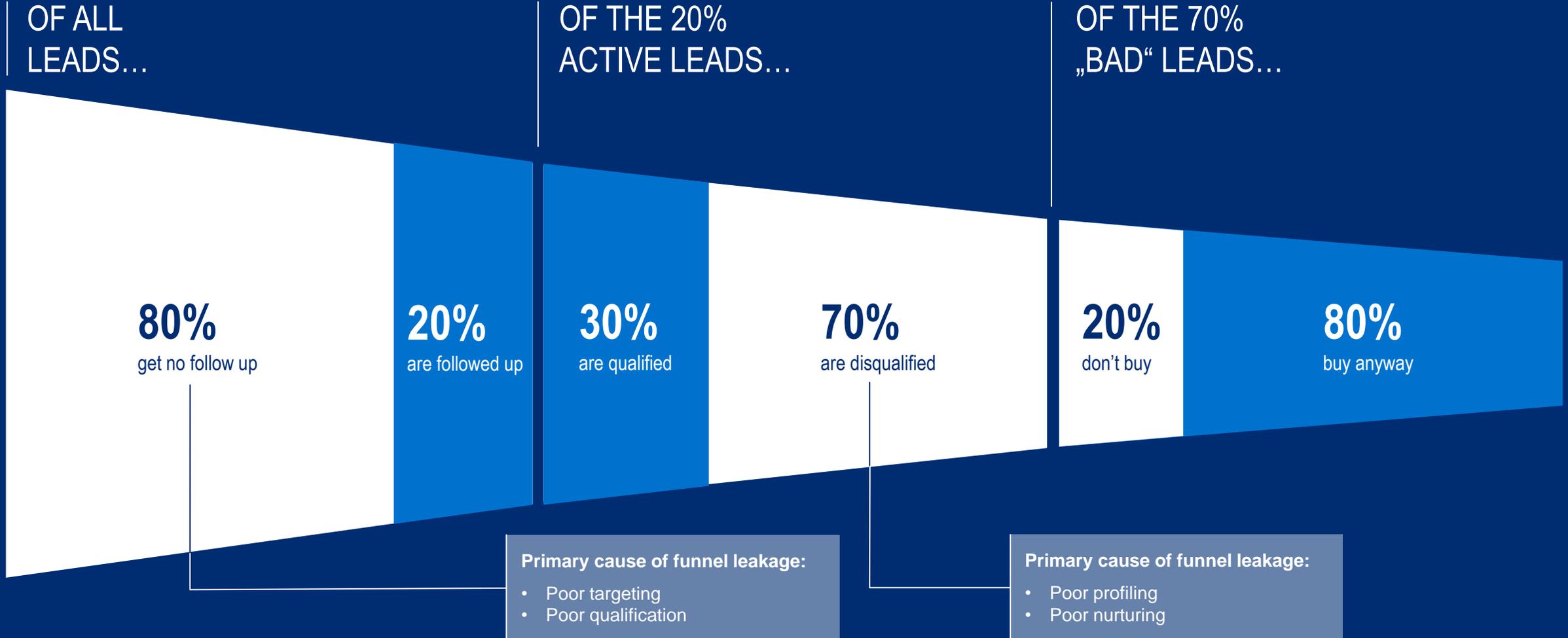
85%

expect hybrid sellers will be the most common sales role in their organization over the next 3 years.

# While each customer size has a preferred sales channel, there is no exclusivity



# How much money goes down the drain?



# Simple process, but decentralized sales structures make it very difficult to implement

## MARKETING AUTOMATION PLATFORM (MAP)



## CRM SYSTEM



Yes  
Added to Opportunity queue in CRM

No  
Routed back to Marketing pipeline in MAP

# It takes two hands to clap!

## MARKETING



Qualified leads

## SALES



Leadership drives sales

## TIMELINE

2023

CEE

Germany

Western Europe

North Asia

ASMEA 

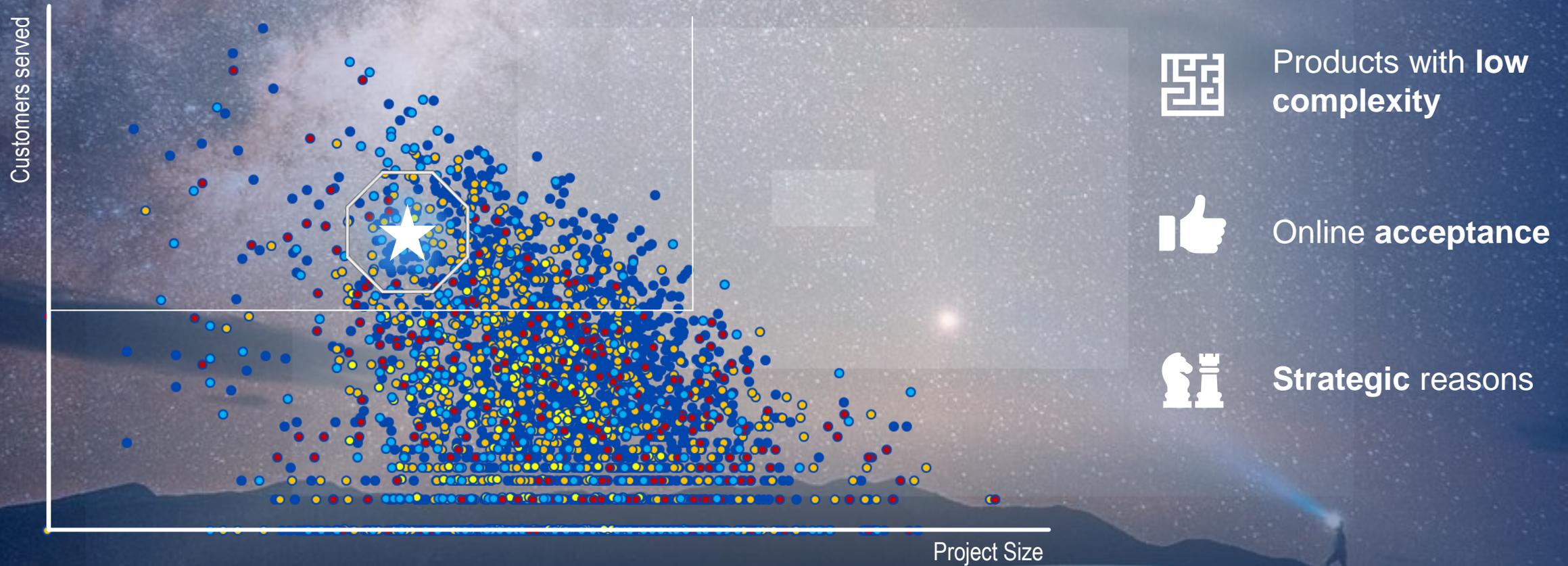
Americas 

2021

# E-COMMERCE

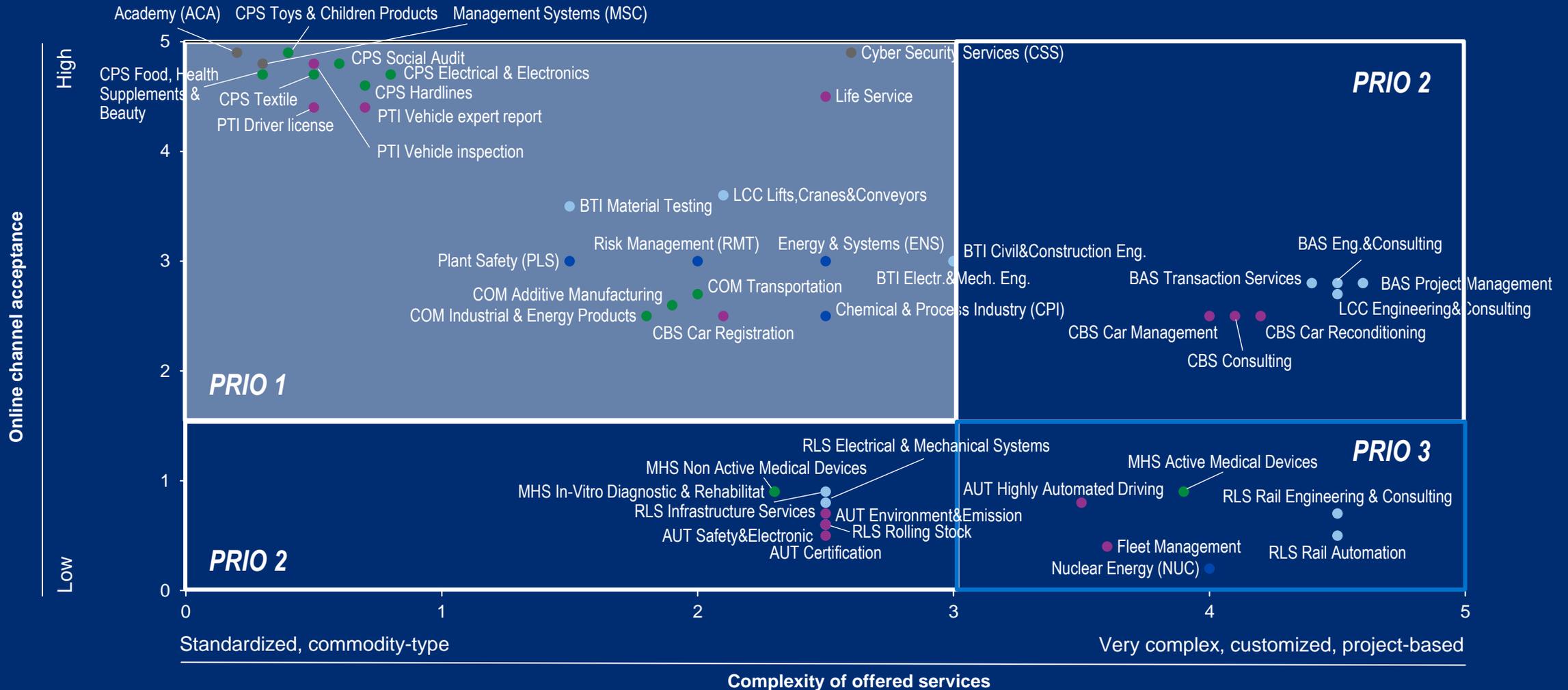
Does it make sense for TÜV SÜD?

# “Smaller project size” and “many customer” services lean themselves towards E-Commerce

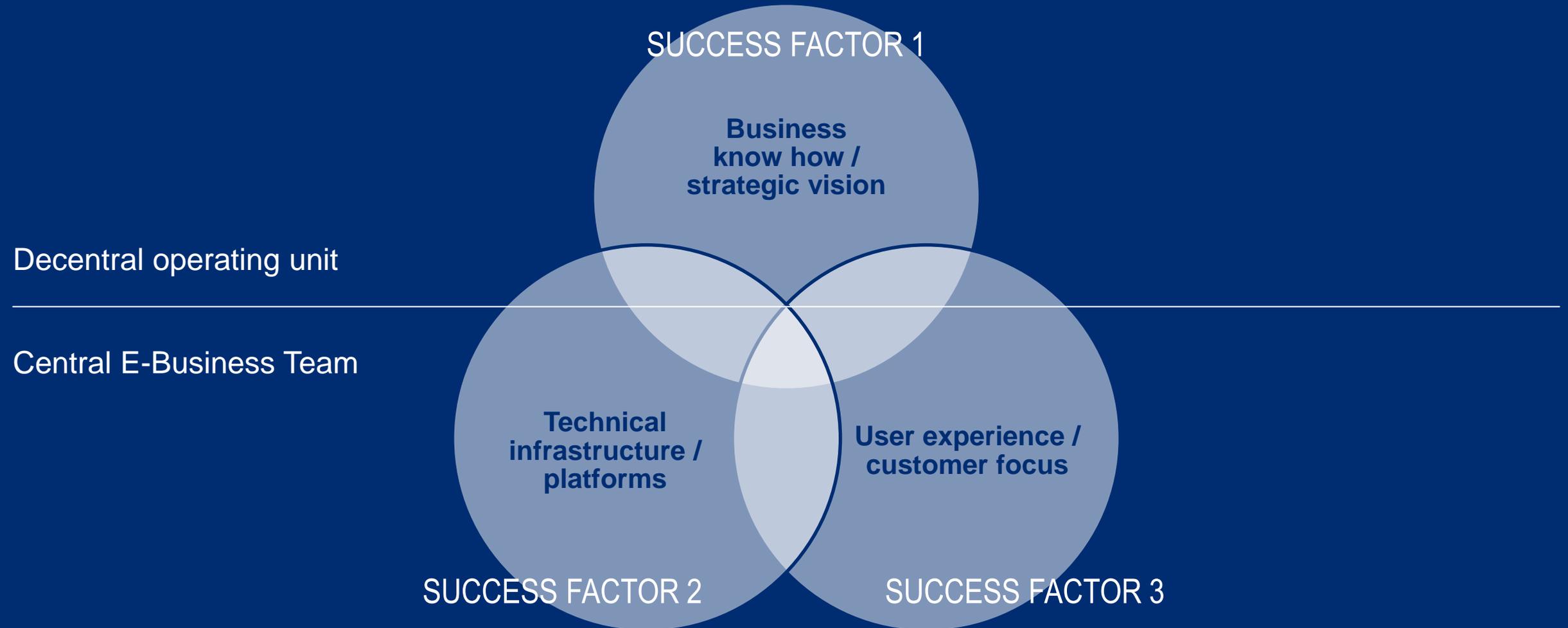


● Product Service  
 ● Real Estate & Infrastructure  
 ● Industry Service  
 ● Business Assurance  
 ● Mobility

# Results matrix with service clustering according to these 2 criteria



# TÜV SÜD's approach for an E-Commerce set-up



# Operating units have to create their own business cases



**E-Business  
Targets**



**Market Analysis  
Priorities**



**Business Case  
Alignment**



**Marketing Strategy &  
Implementation**

# We differentiate between a “Good enough” approach and a bigger commitment for higher scale services

We should always ask:  
**“Can we get significant business online?”**  
(or “Is it of high strategic value?”)

No

Yes

**“Good enough”**  
Approach

**“Customer-oriented”**  
Approach

# You can only manage what you measure



	Product	Product Revenue	Unique Purchases
1.	Functional Safety ISO 26262 - 2a ...	22,950 €	7
2.	Data Protection Officer	21,000 €	9
3.	La Norma ISO 9001:2015	19,800 €	38
4.	Auditor/Lead Auditor di Sistemi di...	18,900 €	6
5.	Auditor Interno di Sistemi di Gesti...	18,240 €	23
6.	Corso per Auditor/Lead Auditor di...	18,200 €	11
7.	La norma EN ISO 13485:2016	12,200 €	17
8.	Il nuovo metodo FMEA (First Editi...	12,160 €	25
9.	FORMAZIONE EXECUTIVE: Gestio...	11,920 €	6
10.	La gestione del rischio applicata ...	11,590 €	15



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# E-Commerce Example: Datenblattservice Online Store (Germany)

ZURÜCK ZU TÜVSÜD.COM

ARTIKEL ANMELDEN

MOBILITY SERVICES

DATENBLATTSERVICE

Datenblatt suchen

## WILLKOMMEN IM DATENBLATTSERVICE ONLINE STORE

Der Datenblattservice des TÜV SÜD bietet Ihnen eine schnelle und sichere Identifikation nahezu aller Oldtimer und Importfahrzeuge.

### WÄHLEN SIE IHR DATENBLATT

<p><b>PKW</b></p> <p>Unsere PKW Datenblätter</p> <p><a href="#">ZUR ÜBERSICHT</a></p>	<p><b>ZWEIRÄDER</b></p> <p>Unsere Zweirad Datenblätter</p> <p><a href="#">ZUR ÜBERSICHT</a></p>	<p><b>LKW</b></p> <p>Unsere LKW Datenblätter</p> <p><a href="#">ZUR ÜBERSICHT</a></p>	<p><b>ANDERE</b></p> <p>Wohnmobile &amp; andere</p> <p><a href="#">ZUR ÜBERSICHT</a></p>
<p><b>LOF</b></p> <p>Land- und Forstmaschinen</p> <p><a href="#">ZUR ÜBERSICHT</a></p>	<p><b>MOTORBEIBLATT</b></p> <p>Für das Antriebsaggregat</p> <p><a href="#">ZUR ÜBERSICHT</a></p>	<p><b>ABGASNACHWEIS</b></p> <p>Für US-Cars von 1993-2000</p> <p><a href="#">ZUR ÜBERSICHT</a></p>	<p><b>DATENBLATT INKL. LICHTTECHNISCHEM GUTACHTEN</b></p> <p>Für US-Cars ab 2001</p> <p><a href="#">JETZT ANFRAGEN</a></p>

# What matters most

**Putting user experiences first** (B2C and B2B customers have expectations driven by experiences in their personal lives)

Acceptance that **continuous improvement is part of the game**

**Clear ownership and commitment** to a service **within the business**

**Guidance on technical platforms** to foster **reuse and know-how sharing**



# Transform your business today with TÜV SÜD

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