Client Case Study

# Evolving Key Account Management: Perstorp's Journey with ARPEDIO

**Discover how Perstorp, a market leader in organic chemistry, transformed their key account management and sales processes by strategically integrating ARPEDIO's solutions. This case study reveals their journey towards achieving streamlined operations, increased user adoption of Salesforce and enhancing collaboration and efficiency.**

## Introduction

At the intersection of tradition and innovation, Perstorp embarked on a transformative journey to redefine its sales strategy and account management processes. Facing challenges in key account visibility and decision-making clarity within Salesforce, Perstorp recognized the need for an advanced platform. This platform should utilize their existing Salesforce data to elevate their capabilities to a higher level. ARPEDIO emerged as the beacon of this transformation, offering a platform native to Salesforce that not only streamlined their sales process but also ingrained a culture of efficiency and collaboration within the team.

This case study explores how Perstorp, guided by its experienced leaders, Per Westberg and Evariste Bekangba, leveraged ARPEDIO to enhance its customer relationship management and internal operations, marking a new era in its commercial excellence.

**Identifying areas for enhancement**

Perstorp was already using Salesforce, but in order to utilize it to its fullest potential, they strategically identified areas within their key account management process that could benefit from additional optimization. This proactive approach reflects their commitment to enhance operational excellence.

The areas Perstorp wished to optimize included:

- **Enhanced visibility:** Perstorp sought to improve visibility into account goals, ensuring a clearer understanding of their progress and objectives.
- **Quality relationship assessment:** Perstorp aimed to refine the assessment quality of their relationships with Decision-Making Units (DMUs), seeking a more transparent and effective evaluation process.
- **Consolidation of Account Plans:** Recognizing the need for a more centralized approach, Perstorp wanted to move away from scattered account plans across PowerPoint presentations and Excel sheets to a more cohesive and accessible system.

This forward-thinking perspective led to the recognition of the need for a unified, user-friendly DMU visualization tool within Salesforce, especially as they embarked on a new phase of their sales model, focusing on innovative collaboration. Perstorp's commitment to continuous improvement and innovation set the stage for the integration of a more effective solution.

## About Perstorp

Perstorp, with its 140 years of rich history, stands at the forefront of organic chemistry, process technology, and application development. Its products permeate various aspects of daily life, from mobile phones to dairy farms. Committed to sustainable solutions, Perstorp focuses on markets like Resins & Coatings, Engineered Fluids, Advanced Materials, and Animal Nutrition.

**Strategic solution adoption**

The initial connection with ARPEDIO was shaped by Perstorp's sales training partners, Cultivator. It seemed evident that there existed a direct correlation between Cultivator's expertise in training for optimal sales practices and ARPEDIO's digital sales and relationship platform, facilitating the digital application of best practices within sales processes. This fusion allowed for swifter and more precise monitoring and enhancement of sales performance compared to previous methods.

Consequently, when Perstorp sought a solution that could digitally support and drive their key account management and sales training—encompassing case training and role plays—they naturally turned towards ARPEDIO due to their already established familiarity.

Their primary considerations for this new solution were:

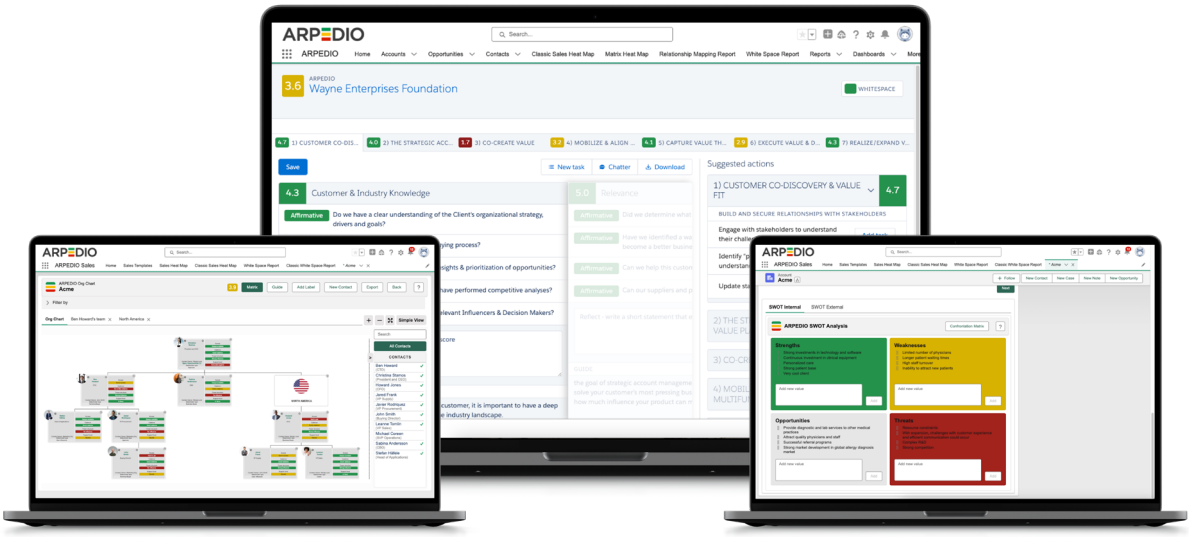
- **User-friendliness**
- **Ability to drive internal and external collaboration**
- **Simplicity in visualizing and sharing information**

*"ARPEDIO's platform provided a user-friendly interface for visualizing and working with decision-making units within accounts, creating consolidated account plans with goals and SWOT analysis, and streamlining the entire sales process"*
- Per Westberg, Sales Enablement Director

**Implementation and usage**

Perstorp took the first step by initiating a pilot program with a team of 25 members, introducing ARPEDIO's Account Management Solution. As part of the gradual implementation process, they seamlessly incorporated ARPEDIO into their Sales Training module, offering bi-weekly support sessions and e-learning tools to aid in the smooth implementation process. This step-by-step approach allowed Perstorp to carefully onboard key users and gather valuable input for customization and improvement, ensuring a seamless adoption process.

Since the implementation, ARPEDIO has been rolled out in the EMEA Sales team, with the APAC team following. It has become a crucial tool in transitioning the Sales Model and enhancing key account management.



## Realizing success with ARPEDIO: Perstorp's milestones

So far, Perstorp's collaboration with ARPEDIO has led to:

- **Increased efficiency:** ARPEDIO's platform significantly reduced the time and effort required to compile and update account information, leading to increased efficiency among the sales teams.
- **Improved collaboration:** ARPEDIO's platform provided better visualization and allowed for better internal and external collaboration. The transparency of key account relationships, streamlined discussions and decision-making processes.
- **Clear customer insights:** The relationship visualization has been instrumental in identifying areas for development and improvement in customer relationships, enhancing Perstorp's overall sales strategy and training efforts.
- **Enhanced user adoption:** A strategic pilot program resulted in superior user adoption rates compared to their previous Salesforce implementation.

*"As a Sales Enablement function, ARPEDIO has been invaluable in supporting Account and Opportunity planning and in developing training modules. For sales leaders, it's an invaluable tool for conducting efficient Sales Reviews."*

- Per Westberg, Sales Enablement Director

**These outcomes have positively impacted sales strategies and training modules, demonstrating ARPEDIO's value in enhancing key account management and sales enablement.**

**Strategic outcomes and future prospects**

Prior to the implementation of ARPEDIO, Perstorp set several success criteria for their key account management initiative, including ease of use, internal and external collaboration, and the ability to visualize and share critical information. While these criteria may be challenging to quantify, Perstorp plans to assess user satisfaction, time and effort savings, and improved collaboration as key indicators of success.

As Perstorp embarked on a pilot program with a team of 25 members, introducing ARPEDIO's Account Management Solution, a gradual integration ensured a successful onboarding of key users. Though it's still too early for comprehensive results, there have been clear improvements in case training preparation and execution. ARPEDIO's solutions have also made it easier for the sales team to give valuable feedback and continuous improvement ideas.

An unexpected use of ARPEDIO has been its application within the Sales Enablement team for managing internal organizational interfaces. Perstorp specifically praised ARPEDIO's platform to promote real case training role plays as a standout support in enhancing the account management capabilities. The relationship visualization is particularly helpful in quickly identifying areas for development and improvement in customer relationships.

*"The ability to visualize relationships and create interactive account plans has enhanced both sales strategies and training modules."*

- Evariste Bekangba, Director of Global Sales Operations

**Continued success and innovation**

Perstorp's journey with ARPEDIO is a testament to the transformative impact of strategic key account management solutions, resulting in more efficient processes, improved collaboration, and enhanced customer relationship management.

Perstorp advocates for a gradual, user-centric implementation approach, foreseeing ARPEDIO's continued significant role in enhancing their sales processes and contributing to ongoing organizational success.

This client case is based on an extensive interview with Per Westberg, Sales Enablement Director, and Evariste Bekangba, Director of Global Sales Operations, both integral members of Perstorp's Sales Enablement team. Per brings 30 years of experience in Sales and Sales Management within the company, with a recent focus on Commercial Excellence initiatives. Evariste, with a diverse background including roles at Google and Salesforce, brings a wealth of knowledge in business analysis and Salesforce implementation.

Any questions or reflections?

**Sara Gynnerstedt**
Account Manager

sara@arpedio.com

+45 3152 9463

linkedin.com

ARPEDIO

salesforce appexchange ★★★★★