

Marketing Strategy for Complementary Products

PICTURES BEFORE

SIPOC - Sales of Complementary Products identified as Critical Process

Administrative tasks take focus off the customer

Processos	Qualidade		Custo		Lead Time		Impacto Resultados		Nº de pontuações	Nota Final
	Peso	Nota	Peso	Nota	Peso	Nota	Peso	Nota		
...	20%	2	10%	2	20%	2	50%	2	1	1.4
...	10%	2	5%	2	45%	2	40%	2	1	1.4
...	20%	2	0%	2	0%	2	80%	2	1	1.1
...	25%	2	10%	2	25%	2	40%	2	1	1.1
...	40%	2	5%	2	40%	2	15%	2	1	1.1
...	20%	1	0%	1	0%	1	60%	2	1	1.8
...	45%	2	5%	2	30%	1	75%	1	1	1.8
...	20%	1	10%	1	40%	2	30%	1	1	1.4
...	25%	1	15%	1	40%	2	20%	1	1	1.4
...	25%	1	10%	2	40%	1	25%	1	1	1.1
...	40%	1	10%	2	40%	1	10%	1	1	1.1
...	15%	0	15%	0	30%	2	40%	1	1	1.1
...	20%	1	5%	1	60%	1	25%	0	0	0.55
...	30%	1	10%	2	30%	0	30%	1	1	0.8
...	40%	0	5%	2	40%	1	15%	1	1	0.88
...	20%	0	10%	0	30%	1	40%	0	0	0.9

Problem

- Low penetration rate of complementary products
- Sales teams with little focus on added value for the customer

Root Causes

- Little information available to the customer on complementary products
- Lack of clarity and difficult to understand product presentation strategy and conditions
- Sales teams overloaded with administrative tasks
- Poor customer segmentation and lack of adaptation of the approach to each segment

Solutions

- VOC Analysis of Reasons for Not Buying Complementary Products
- Definition of Customer Segmentation Criteria
- Creation of visual content to support the sale of products and sales arguments by segment
- Simplification and automation of administrative tasks to free up time for sales teams

PICTURES AFTER

VOC analysis of "no purchase" reasons

Gemba Walk for new process confirmation

Product A

Frequência:		Lo call:	
A	PERCENT	YAMAHA	IDEAL
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Benefits

