

## Re-design of Sales Documentation

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<i>Year</i>	<i>Industry</i>	<i>Functional Area(s)</i>	<i>Type(s) of Service</i>	<i>Case No</i>
2005	Investment Goods	- Project Implementation	- Project Implementation	390

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### *The Client Company*

A global elevator and escalator company.

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### *The Client's Situation*

The national sales company wanted to renew and upgrade its internal sales documentation for the sales force to provide the sales team with comprehensive and accurate information on all products and services. The old documentation was basically not applicable anymore.

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### *CSK's Assignment and the Approach*

The team's assignment was to quickly develop a modular sales documentation concept. In a number of workshops, CSK and the team jointly developed the content structure, and supervised the content development over a time period of several months.

In cooperation with a neighbouring national sales team, a further document was adapted to the local conditions.

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### *The Result*

As the end result, the team had produced two 300-page folders of custom-tailored sales documentation which was then produced for the entire national sales team.

The team was now equipped and ready to consult its client much more professionally.

