



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - SALES PROCESS

Helping Trimble Loadrite Move to Solution Sales

Trimble is a US\$6B company with offices in 35 countries and produces technical products for multiple industries.

Trimble's Loadrite Channel is a world leader in providing productivity solutions and wheel loader scales to the aggregates industry.



Client Challenge

Trimble Loadrite supports its North American aggregates customers through its dealer channel and own regional sales team.

Facing the challenges of increased OEM competition and a growing solution focus Trimble Loadrite needed a strategic approach to empower their dealer channel.

Their New Zealand based marketing team approached APE to help them develop strategies and a sales process to enable the dealer network to move from more component sales to customer focussed solution sales.

The Solution

APE Consulting worked with the Trimble Loadrite team and their North American dealer channel to understand the challenges of their sales environment, their customer needs, how their products solved customer problems and the business impacts of those solutions.

APE then developed the materials to form a Sales Playbook for their dealer channel including:

- Industry focussed Conversational Sales Tools and Dealer Education Modules
- Customer focussed Consultative Sales Process
- Development and Training Program

Trimble Loadrite utilised these materials to drive sustainable sales growth through their dealer channel.

“A critical strategic initiative for this year was to help our dealer channel to transition towards solution selling.

Ian from APE assisted us greatly in achieving this initiative by providing independent objective research and understanding of the offering, customers and dealers.

With those inputs he then helped to craft a customer focussed sales playbook, process and supporting sales tools which have been enthusiastically received by sales team and dealers.”

ELLIOT CHISHOLM – MARKETING MANAGER

