

# Sales Channel Optimization

Optimizing return on investment during the build-phase

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Optimizing return on investment during the build-phase involves effectively managing costs and ensuring timely completion of tasks.

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## Your key questions, challenges and objectives

Are all your channels optimized regarding the following criteria?



- Customer clusters
- Product segments
- Efficiency
- Scalability
- Costs per channel
- Customer insights
- Etc.

## How we support

Only an integrated approach offers the opportunity of an optimized sales across multi channels:



- Multi-channel strategy and integration
- E-commerce/web sales
- Web sales and points of sale
- Distributor selection
- Etc.

## Examples of relevant credentials

Pre-phase – Site selection and state subsidies Pre-phase – Other Build phase – Core business Build phase – Support processes

**KPMG**

**Development of a New Sales Concept, Optimization of Sales Channels, Processes and Organization**

Development and establishment of an agile channel- and segment-driven field and inside sales unit as well as the integration of improved digital sales channels with shop and self-service components

**KPMG**

**Development of a Sales Concept for the Areas of Key Account Sales, After Sales and Financial Services**

Potential analysis to estimate additional turnover for products and services along the value chain and sales phases  
Design of an integrated account management approach for national and international key accounts

**KPMG**

**Introduction of Best-in-Class Sales Processes**

Standardization/optimization of existing process structures & tools taking into account regional characteristics and customer requirements  
Development of long-term process control and optimization mechanisms as well as KPIs  
Special consideration of process interfaces to Operations and the support areas

**KPMG**

**Development of a Sales Strategy**

Development of a 3-year roadmap for the implementation of the sales strategy  
Development of a sales process map for the implementation of the processes in the new CRM system  
Development of a customer lifetime value model as well as expansion of the existing segmentation logic through sales potential assessment

**KPMG**

**Developing a Global Vision and Regional Strategies for the Retail Business of the Future**

Situation analysis of dealer networks and impact analysis  
Measurement of the success of strategic measures through analysis and visualization of usage rates