

GEOCONCEPT helps Berner to optimize its sales performances

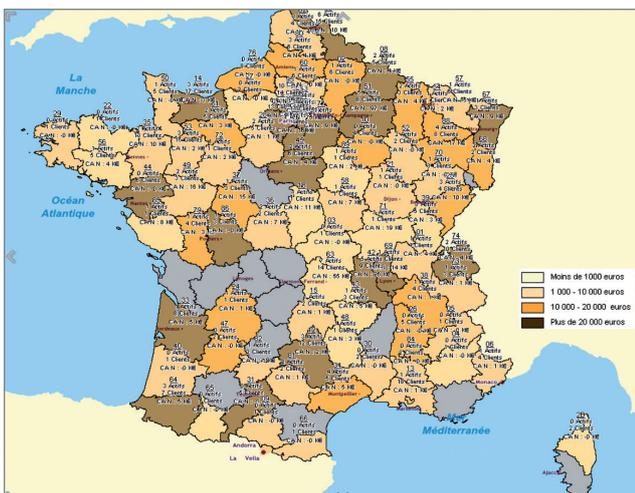
Berner chooses GEOCONCEPT, leader developer of geographical optimization technologies to equip its sales department with a genuine tool to support decision-making and management of sales.



BERNER

EXPERTS PAR
PASSION

The Berner challenge: to maximize the performance of its sales network



Example of distribution of sales per department

Specialist in the distribution of fastening products, tools and technical consumables for professionals in the building, automotive and industry, Berner ensures a comprehensive service and professional consultancy every day to its customers in more than 20 European countries.

With approximately 1,200 employees in France, of which more than 3/4 are dedicated to the direct sales force, optimal sales sectoring is a crucial issue for Berner. The company must be able to rely on a reliable solution, enabling it to take full advantage

of the geography of its market to build and optimize sales areas relevant to its exclusive Sales Representatives but also send clear information to managers of the sale forces.

Beyond a desire to control the geographic space, Berner wishes to maximize the notion of proximity between its customers and its representatives. The company philosophy is indeed to have the customers feel that they are closely monitored when needed and that the representatives have a customer portfolio relatively close to where they live to improve their quality of work and make them loyal customers.

Berner has thus sought an effective sectoring solution satisfying all its constraints and allowing it to optimize sales performances of each of its divisions.

The Berner Group at a glance...

- Creation in 1957 at Künzelsau, by Albert Berner
- 3 business sectors: Construction, Automotive, Industry
- A catalogue of 25 000 products
- 25 branches in 23 European countries
- 93000m² of warehouse across Europe
- More than 7,000 employees, including 5,000 dedicated to sales force employees
- Turnover 2009: 180 M€

