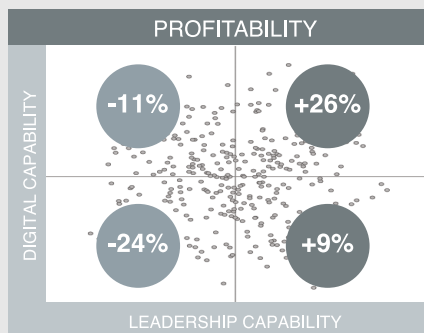


HOW EET CONNECTS 35 ACQUISITIONS WITH A SINGLE SHARED POSITION

How EET leverages systems and behavior after 35 acquisitions

- STARTING POINT**
- 35 acquisitions
 - 590 employees since 2009, including approx. 300 salespeople
 - HQ in Denmark and 26 offices in 19 countries
 - More than 1,000,000 product items
 - Multi-million investments in Salesforce (CRM)
- CHALLENGE**
- Local autonomy in countries, inconsistent Salesforce use after two years
 - Busy handling emails from C-customers, needing conversion to proactive contact with A/B customers
 - Low margins and price pressure, but large potential in shifting product and customer mix
- PROCESS**
- Common buy-in from all country managers in Paris
 - Train-the-trainer program for 26 sales managers (2 days/quarter)
 - Mapping of the best practices in sales and leadership behavior in Scandinavia and Southern Europe
 - Development of core narrative, CVP, and USPs
- RESULT**
- 92% of salespeople now use Salesforce and sales reports
 - Deep acceptance of strategy, product, and customer mix
 - Shared language, tools, and focus across borders
 - Consistent, professional sales behavior across borders
- TIPPING POINTS**
- Co-creation of processes and content with management and marketing
 - Strategy dictating the sequence of training themes
 - Use of facts, insights, and documentation from HQ
 - Access criteria have made the forum exclusive (private club)

FINAL DELIVERABLES



“The potential is enormous, and we must capitalize on it.”

Søren Drewsen
Group CEO of EET