

# With new Go-to-Market setup, client regained 10 percentage points of market share in a difficult environment

## Client context

- International concern in the power industry, electrical engineering and telecommunications

### Challenges:

- Losing market share**
- Competition intensifying** in regions with major competitors merging
- Fragmented sales force** with lack of coordination between BU sales forces, e.g., different definitions of regional setups
- Deficiencies in bid optimization**, e.g., mega deal pricing
- Majority of **sales resources in Europe**, but **75% of order entry in FY20** come from outside Europe

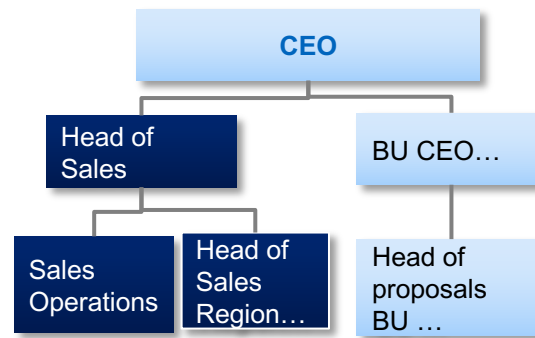
### Objective:

- Set up Go-to-Market to regain market share

Client name: X  
Team set-up: X  
Fees Structure: X

## Approach

- Set-up **regionalized division sales** to maximize value to Siemens and reduce complexity



- Rebalanced sales footprint** to be closer to customer and address growth regions
- Derived granular sales targets** and translated into product and sales requirements
- Created bid toolbox** for high-value transactions
- Strengthened market development** to exploit white spot markets

## Impact

- Achieved +10 percentage points of market share

**+10ppt**  Market share