



ManpowerGroup™
Solutions

BUSINESS CASE ENFINITY



External Sales Force Solutions

Enfinity sales team succeeds in changing course by outsourcing.

BASIC STARTING POINTS

- Sales focus changed drastically as the result of new legislation
- Enfinity needed experienced account managers who could be up and running quickly
- Flexibility is essential for keeping pace seamlessly with changes in the market

OUR SOLUTION

Total solution for developing and managing the new sales team and setting up a call centre for lead-generation: recruitment, training, coaching, CRM, follow-up, etc.

RESULTS

- Fast start-up and growth of sales activity in the segment for SMEs
- Greater efficiency thanks to professional guidance and the use of tried-and-tested tools (including CRM)
- Continuity and flexibility
- More time for the core business

“Would we have succeeded in switching to the SME market without ManpowerGroup Solutions? Yes, but certainly not as quickly and with a lot less flexibility.”

Sales of large systems were on the rise at solar energy specialist Enfinity. Then drastic changes in the subsidy legislation threw a spanner in the works, forcing the green energy company to start focusing on small and medium-sized customers. But how do you turn your sales organisation around and concentrate on a different market segment? By outsourcing, according to Christophe Vanopbroeke, Head of Belgium & France at Enfinity.

Urgently wanted: sales team for quick start-up

“When changes to the legislation meant we had to stop developing large-scale projects in Flanders, our account managers weren’t immediately ready to make the transition to selling small-scale projects on the SME market. We quickly realised that we needed to start working with a new sales team with a different focus. Opting for ManpowerGroup Solutions was more

or less the obvious way to go. One of our dealers was already working successfully with them and so we outsourced all of our lead-generation work to their Contact Centre division. Our decision was quickly justified. ManpowerGroup Solutions needed barely 3 months to recruit new account managers and roll out a solidly built approach and guidance process. If we had done it using our own people and resources, it wouldn’t have worked anywhere near as quickly.”

Working more efficiently with the right tools and support

“We made clear arrangements from the outset. ManpowerGroup Solutions deployed its account managers to handle administration and sales coaching, while Enfinity took care of technical and operating support. This meant we remained responsible for producing technical drawings and making calculations.

The sales people were given coaching and training, as well as laptop and smartphone by ManpowerGroup Solutions. Undoubtedly the tool that helped us along the most was Salesforce.com. ManpowerGroup Solutions started by implementing this CRM application to keep track of our SME accounts. But we were so happy with it that we soon adopted the tool for use on our other segments."

Outsourcing without loss of control

"A new project requires constant evaluation and adjustment, and ManpowerGroup Solutions agreed to follow our pace. We regularly sat round the table to check milestones and re-align our objectives. Were our targets achievable? How could we do even better? How much were we willing to outsource and how much control did we want to retain for ourselves? We consulted and communicated in a very open manner, but Enfinity always had the final say. ManpowerGroup

Solutions's willingness to listen was crucial if it was to succeed. By constantly questioning ourselves, we gained in flexibility and the productivity of the account managers progressed in leaps and bounds."

The ideal solution for starting a project

"Enfinity would definitely go for outsourcing again in the future. It is the ideal solution for getting a project off the ground quickly. We would have been able to make the changes ourselves and focus on the SME market without ManpowerGroup Solutions, but it would certainly have taken us more time because we didn't have the same tools and guidance systems available. And don't forget that the account managers were on the ManpowerGroup Solutions payroll the whole time. In a rapidly changing market such as ours, being able to deploy staff flexibly is really not an excessive luxury."

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About Enfinity

Enfinity is the Belgian market leader and an international top 10 player in solar energy. The company implements projects in Belgium and other countries for private individuals, companies and investors. In addition to its head office in Waregem, Enfinity has offices in Europe, Asia and America.

www.enfinity.be



CRITICAL SUCCESS FACTORS

- Fast recruitment of an experienced sales team
- Professional guidance of the 'ambassadors'
- Streamlined collaboration between the contact centre and ManpowerGroup Solutions sales teams
- Integration of a CRM package for more efficient follow-up and reporting
- Ongoing evaluation and adjustment
- Willingness to listen and open communication
- Experience in the area of project management

ADDITIONAL BENEFITS

- No extra pressure on the payroll: staff are employed by ManpowerGroup Solutions
- Retention of control through constant consultation
- Transparent invoicing
- Flexibility and job security for the sales staff thanks to ManpowerGroup Solutions' various 'SalesForce' projects

For twenty years ManpowerGroup Solutions has been a benchmark in tailored people-based outsourcing solutions. This fast-growing ManpowerGroup subsidiary can take on the full or partial management of activities, departments or projects that lie outside a business's core tasks. ManpowerGroup Solutions enters into an obligation of results with its clients to streamline the service, workforce, and work processes. This undertaking means more time for the core business, more continuity, more quality and demonstrable cost reductions. In all more than 600 experts or 'ambassadors' are at work for clients in a very wide range of sectors.

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FOCUSING ON YOUR CORE BUSINESS IS HUMANLY POSSIBLE.



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