

Nordania Leasing is a part of the Danske Bank Group. And Denmark's leading leasing company with customers in lines of business such as real estate, IT and transport. In total Nordania Leasing has 200 employees of which approx. ¼ are salespersons. The company has a vision saying that it wants to create value for its customers. This requires dialogue with focus on customers' needs.

**Bo Sannung**, NORDANIA LEASING

## A SALE SHOULD BE AS SIMPLE FOR SALESPERSONS AS FOR CUSTOMERS

Can you mention a few good reasons for choosing Dialog Manager?

First of all, Dialog Manager was the only system, which could meet our demands. For instance, it was unique in the way that the system could update to and from Lotus Notes, which we use in the entire Danske Bank Group. It was also an obvious advantage that we were able to decide for ourselves precisely which fields should constitute each screen. Finally, Dialog Manager could be integrated with Danske Bank Group's back-end system.

Who are the primary users of Dialog Manager today?

People in sale, marketing and management. But the overall goal is to connect everyone eventually.

What does a pipeline mean for your salespersons?

Every time a salesperson initiates a new project he creates a pipeline with information on the specific customer. For instance, what is the next step and when are follow up actions due. This is the first phase of a sale. Then a meeting is arranged. A presentation. An offer. And hopefully a contract will be signed. In total we operate with nine pipeline phases.

What are the advantage of this?

You can say that we use Dialog Manager as an active tool to improve ourselves. Not just to describe how things looked yesterday. Management can always measure salespersons' performance – all the way down to the individual. If for instance a salesperson is a brilliant case opener but more or less loses his/her spark after the first meeting we are able to help him/her improve his/her skills in this specific area.

Is Dialog Manager then not more of a management tool – than a tool for salespersons?

No, Dialog Manager also makes it clear for the individual salesperson what he/she does best. How many cases he/she is juggling at the same time. And how he/she best spends his/her time at work.

How do customers feel that your salespersons have Dialog Manager at their disposal?

Well, customers notice that the salesperson is always focused on the next step in the pipeline – as opposed to the final sale. It means that customers do not feel pressured and to a higher degree feel that we take his specific situation into careful consideration.

What other consequences have Dialog Manager had for sales efforts in Nordania Leasing?

At large sales meetings we have always discussed cases exceeding at certain amount. With Dialog Manager this amount has been doubled a couple of times. Not just because we sell more - also because the cases we work on have become visible for everyone. Furthermore, Campaign Manager makes sure that lead information is being processed. When a lead becomes really interesting Campaign Manager merges a sales letter in Word – and directs the letter towards a salesperson so that he can create yet another pipeline for a new sales process.

