



After forty years retailing in several West European countries its specialized financial products a French financial entity is looking for new ways to boost its sales. Company's health and position are good but C.E.O. and management team think that the time has come to review methods and processes in order to achieve the above mentioned goal.

After an initial **Bedor EXCEM** company analysis, the implementation of different action plans, according to the specific situation of each country starts: reduction of administrative activities, without increasing payroll reinforcing sales team, simplifying and strengthening processes, improving planning and client control etc...

Through all Europe Sales will increase average 30%

C.E.O. says:

"Talking about the drastic sales increase that we experimented, we know perfectly that **Bedor EXCEM** contribution has been a key factor of our success"