

# The Sales Institute of Ireland - National Conference 2011



## Ben Murphy

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General Sales Manager, Miele Ireland

>> How Motivation and Reward  
Drives Sales Performance <<

## Miele

- Immer Besser
- Family Business
- 16,500 Employees
- Business Areas

### Cookery Demonstrations at the Miele Gallery

Miele has been perfecting its expertise in this area for decades, employing new technology and innovations to develop its appliances further in order to suit even the most demanding needs. The use of the range technology behind the scenes ensures that, in the case of hand, baking and cooking results are the best they can be, and on the other, that cleaning can be left to the oven's technology.

The new fully operational kitchen is set up to feature both pre- and post- sale cooking demonstrations.

If you wish to register for any of our cooking demonstrations please call 011 46 10 710  
Local Fax: 090 904 79 27 or 090 904 79 27\* Calls charged at a local rate or when gallery closed.



### Contact Us

Miele Ireland Ltd,  
2024 Barncori Avenue,  
CityWest Business Campus,  
Dublin 24.

Tel: 011 46 10 710  
FOL: 090 282 6927  
H: 090 904 79 27\*  
(\*Lo Call Number,  
Calls charged at a local rate)  
Fax: 011 4610717  
E-Mail: info@miele.ie  
www.miele.ie



### Experience

## Miele



Experience the art of home technology at the Miele Gallery

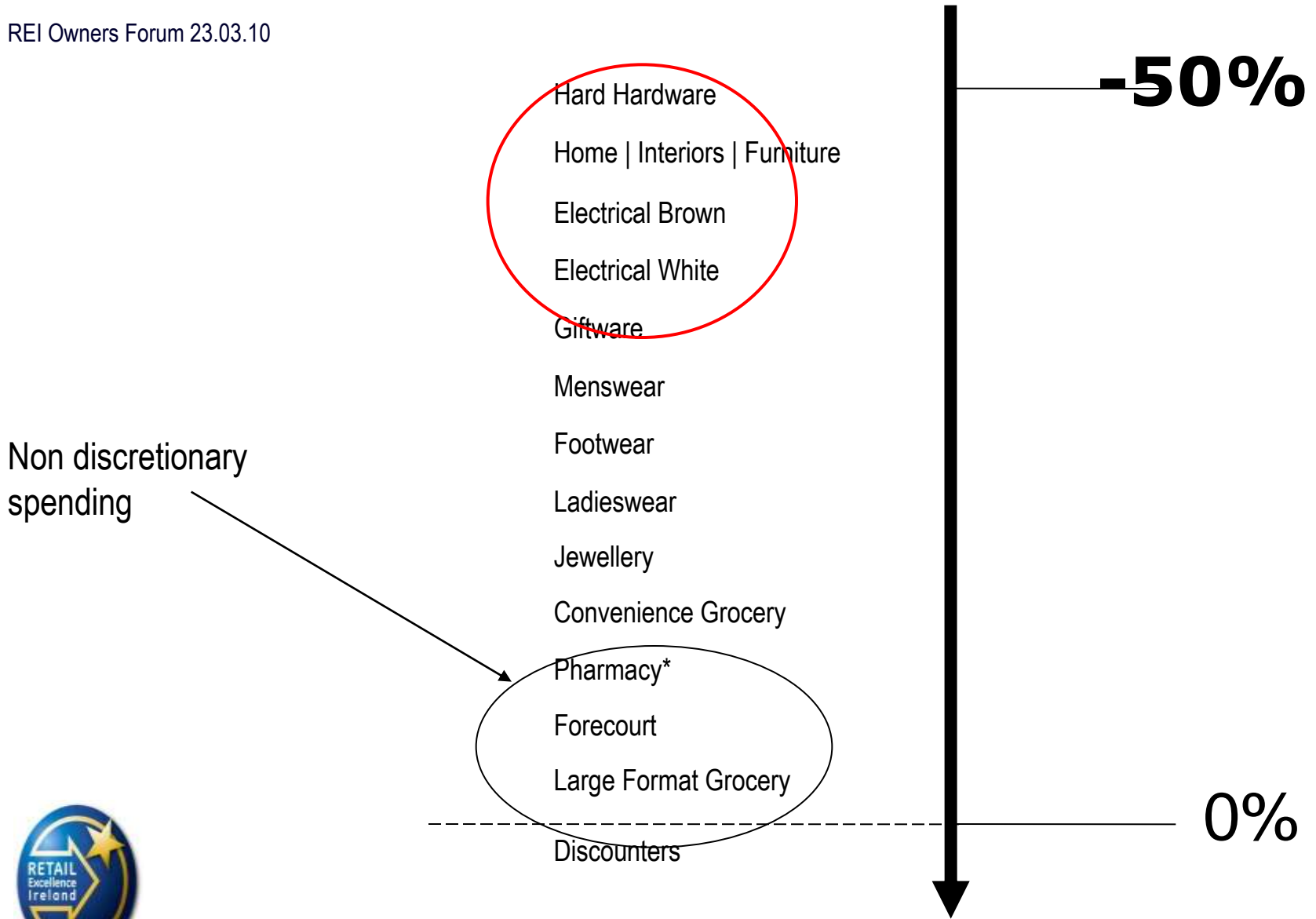
Cooking & Baking • Coffee Machines • Steam  
• Dishwashers • Refrigeration • Laundry



# The Market

- Overall market back to 2000
- Retailer landscape
- Lack of consumer confidence
- Sales Staff not confident
- Measurements for Sales





Non discretionary spending



## Challenges we Faced

- How to motivate retail sales staff
- Focus them on Miele (Improve beliefs)
- Develop new tools and be consistent



# Sales Strategy

Keeping it Simple



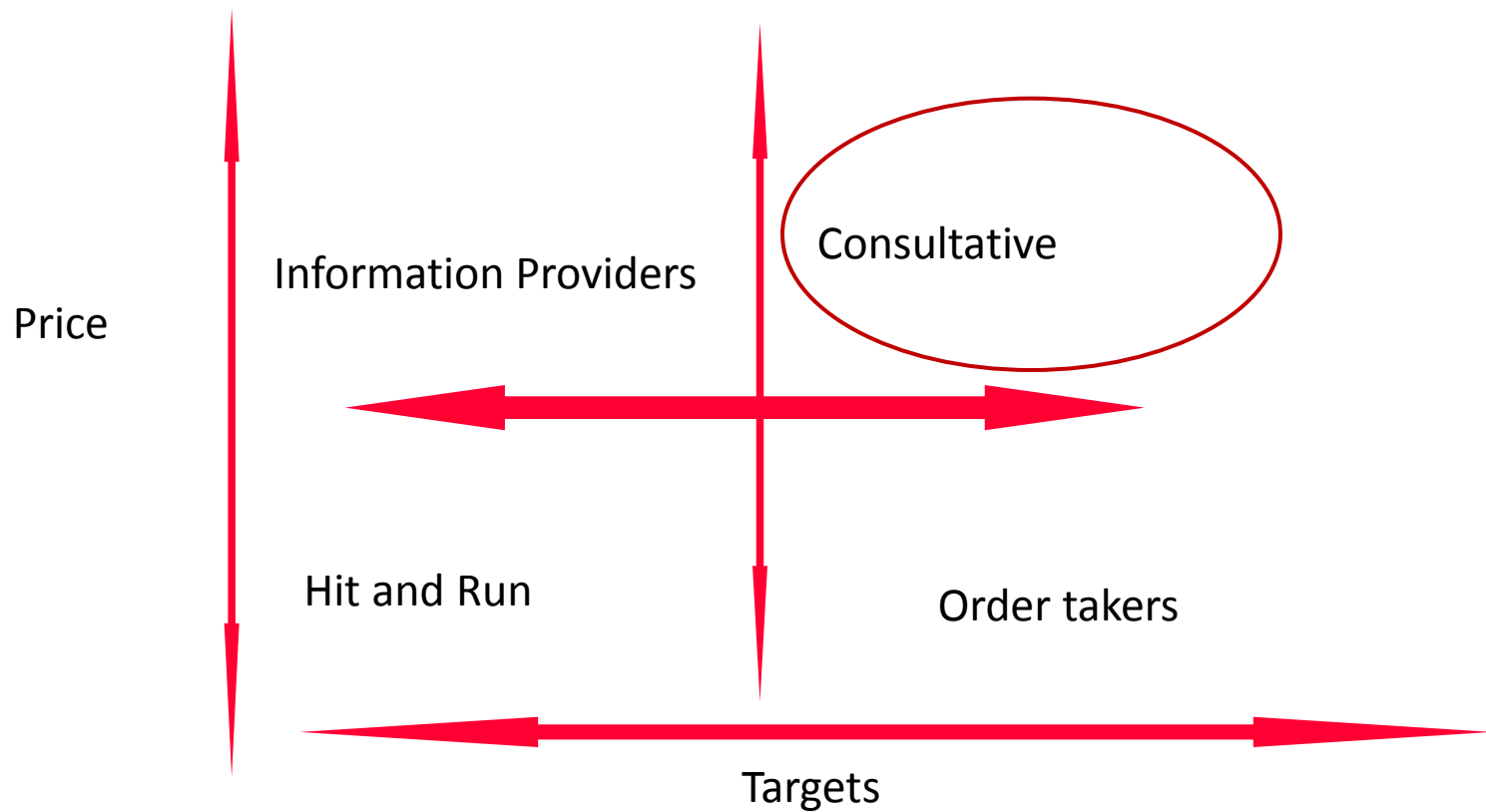
Training Tools



Reward



# Types of sales People



# Question

**Miele**

There's a Miele vacuum for everyone

**which?**  
BEST DOMESTIC APPLIANCE BRAND  
AWARDS 2014

Winners for a record third year.

**Miele**  
FIMMER BESSER

[www.miele.ie](http://www.miele.ie)

The advertisement features a collection of Miele vacuum cleaners in various colors (black, red, blue, green) and styles (canister, stick, upright) arranged on a reflective surface. The background shows a modern interior with a spherical pendant light and a white chair.

## Key Features highlighted by model



**Miele**  
IMMER BESSER

### The Pet Specialist

#### S5261 Cat & Dog

Features

- 2200W Motor
- Standard floor head
- Turbobrush - for reliable pickup of threads, fluff and hair
- Stainless Steel Tube - telescopic
- 3 piece accessory set
- Charcoal filter

- Silent operation
- Designed & tested for 20 years average use\*

\*Motors subject to lifetime test of 1,000 hours

Miele Quality PLEDGE

[www.miele.ie](http://www.miele.ie)

Part of the Miele In Family



**Miele**  
IMMER BESSER

### The Luxury Floor Specialist

#### S5281 Solution Hepa

Features

- 2200W Motor
- Active HEPA filter
- Suitable for allergy sufferers
- Standard floor head
- Parquet floor brush for wood flooring
- Turbobrush for reliable pick-up of threads, fluff and hair
- Stainless Steel Tube - telescopic

- 3 Piece accessory set
- Silent Operation
- Designed & tested for 20 years average use\*

\*Motors subject to lifetime test of 1,000 hours

Miele Quality PLEDGE

[www.miele.ie](http://www.miele.ie)

Part of the Miele In Family



**Miele**  
IMMER BESSER

### The Hard Floor Specialist

#### S5211 Parquet & Co

Features

- 2200W Motor
- Super Air Clean filter
- Standard floor head
- Parquet floor brush for wood flooring
- 3 Piece accessory set
- Stainless Steel Tube - telescopic
- Excellent Manoeuvrability
- Silent Operation

- Designed & tested for 20 years average use\*

\*Motors subject to lifetime test of 1,000 hours

Miele Quality PLEDGE

[www.miele.ie](http://www.miele.ie)

Part of the Miele In Family



**Miele**  
IMMER BESSER

### The All Rounder

#### S5211 Black

Features

- 2200W Motor
- Super Air Clean filter
- Standard floor head
- 3 Piece accessory set
- Stainless Steel Tube - telescopic
- Excellent Manoeuvrability
- Silent Operation

- Designed & tested for 20 years average use\*

\*Motors subject to lifetime test of 1,000 hours

Miele Quality PLEDGE

[www.miele.ie](http://www.miele.ie)

Part of the Miele In Family

Which one are you





# Sales Strategy

Keeping it Simple



Training Tools



Reward



## Demonstration Days



## Benefits

- **Consistent approach**
- **Helped junior staff**
- **Allowed for customisation**
- **Infomercials`**
- **Visual aid**



# Sales Strategy

Keeping it Simple



Training Tools



Reward



**Inspired performance**



**Welcome pack**

**Invited to participate**

**Register Details**

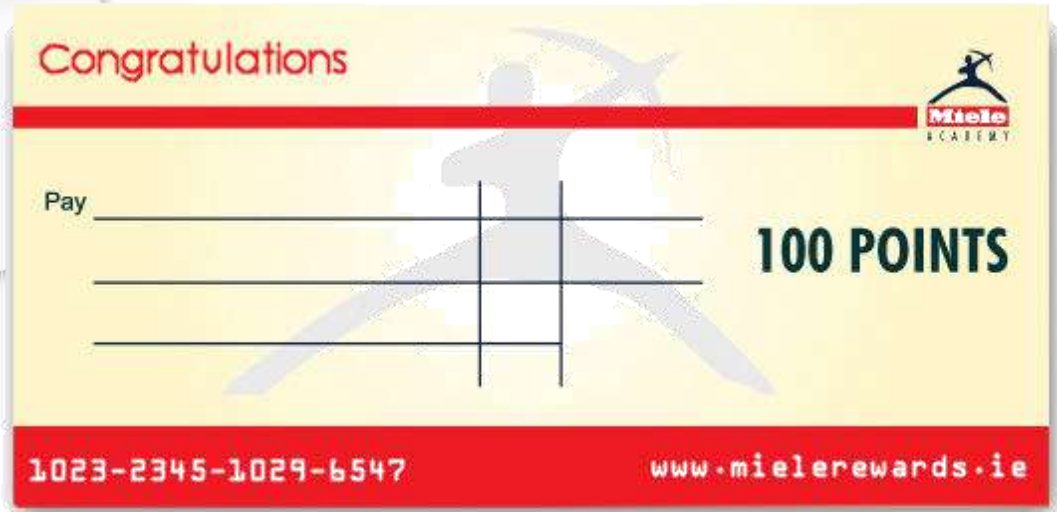




## Miele Academy Cheques

On completion of  
training

Special recognition



## The benefits we received

- **Names of all sales people**
- **Information**
- **Target high value products**
- **Weekly interactions**
- **Insight into what drives salespeople**



## **We altered course**

- **Sales Training**
- **Demonstrations in store**
- **Inspired Performance**
- **Simple Range strategy**



## Key – Take Away

- **Have a plan**
- **Motivation**
- **Know the customer**
- **Perseverance**



## **Video Link**

- <http://www.youtube.com/watch?v=d6wRkzCW5qI>

**Thank You**

