

Customer Value Creation has fundamentally changed Turtle Wax's selling approach



"Customer Value Creation has brought new life and energy to our selling approach."

Denis John Healy
CEO, Turtle Wax

Turtle Wax Profile

- Number one selling brand of car care products in the world with sales in 90 countries
- Founded more than 60 years ago in Chicago
- Manufactures appearance and performance car care products for the retail consumer market and the commercial car care and professional detailing industries

Challenge

- Customer base had been consolidating at a rapid rate over the past few years
- Facing highly commoditized market with significant regional competition
- Needed to improve customer relationships utilizing their sales broker network
- Sought to incorporate their customers into their strategic planning process

Solution

- Utilized Customer Value Creation and Render® to understand customer needs for large, strategic accounts at corporate, regional, and store levels
- Built and executed value creation plans with their customers and sales brokers to promote transparency and accountability
- Adopted Customer Value Creation and Render® as a required capability for their sales organization and brokers going forward

Results

- Strategic growth opportunities identified that neither customers or Turtle Wax were previously aware of
- Full alignment and accountability amongst customers, sales brokers, and Turtle Wax on what needs to be done to improve profitability for all
- Customer relationships enhanced - with one of the largest stating that CVC has been "the best process they've ever been a part of"

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