MacGregor Cargo Solutions; Journey from Product Business to Value-Based Selling
MacGregor’s new solution offering

- MacGregor has developed a cargo solution offering that consists of two parts.
- The first part is an upgrade of several products and systems and the second is a value-based warranty management service of customer’s installed base.
- MacGregor’s solution supports customer asset performance in terms of increased capacity and productivity potential. In other words, the focus is on customer and vessel lifecycle cash flow.
Journey from Product Business to Solutions business required changes in the organizations processes

Value-based, modular selling process, and performance-based, functional contracting process

Further information:


Identifying an ideal solution seller

The solution business model introduced a new work environment and required new ways of working.

In order to identify the ideal solution seller the nature of the new work environment needed to be profiled.

The profile was then compared to relevant motives and character traits:

- Openness to new ideas: because solution business differs from traditional product-business
- Ambition: desire to deliver the best solution to a customer
- Consideration: sales manager must be able to understand cues from the customer and to identify what is of interest for the customer.

Concrete business benefits

- 150-200 M€ of new business
- New wider business perspective
- Supports continuous learning
- Customer understanding improves innovation