

Module · Service sales & installed base

Selling service instead of waiting: who has which machine, which is due for a maintenance contract, upgrade or retrofit – and who approaches the customer.



DURATION

4-8 weeks · 4 consulting days



LOCATION

At the customer · kick-off also online



PRICE

CHF 5'900.- flat rate



BILLING

CHF 900.- deposit on booking

What it's about

The installed base is the most valuable customer portfolio – and often the least known. Without data and without an owner, contracts, upgrades and retrofits remain unused.

Who it's for

CEOs, heads of service and sales with a large installed base.

Your benefit

- Transparent installed base with potential per customer
- Systematic offers for contracts, upgrades, retrofits
- Service engineers as door openers – without a sales role
- Measurable service revenue per machine

Prerequisites

- Decision-maker present at kick-off and handover
- Service, sales, marketing for the two workshops
- Documents and KPIs, where available

How it works

- 1 Kick-off 2 h (bookable directly): goals, scope, participants, dates
- 2 On-site analysis (½–1 day): documents, KPIs, conversations
- 3 Workshop 1: develop the concept with your team
- 4 Workshop 2: elaborate, validate, decide
- 5 Handover 2 h: results, implementation plan, next steps

Included

- Kick-off 2 h, on-site analysis, two workshops, handover 2 h
- Installed base data model and data quality
- Potential analysis and campaign logic
- Roles service/sales, incentives, lead process

Deliverables

- Installed base analysis with potential
- Campaign and lead process
- Service sales guide
- Revenue plan

Not included and options

MC-BER-111	Module kick-off: deposit on booking, credited	CHF 900.-
MC-BER-020	After a Deep Dive the kick-off is not needed	-
MC-BER-030	Additional consulting day	CHF 2'200.-
MC-ZUS-010	Travel outside the region	at cost

Book the module kick-off directly

Choose a date for the 2-hour kick-off and pay the deposit. Workshops and handover we plan together.

www.maroisproject.com/en/appointment/modul-kickoff-2-h-3

