



“Thanks to Sofon, sales reps are now working more within the standard offering, achieving cost savings and flexibility”



f.l.t.r. Harold Vorstveld SALES DIRECTOR  
Alwin Hekker HEAD OF ENGINEERING

Broshuis manufactures trailers for the special transport sector and is also active in the container market. Each year, more than 1,000 Broshuis trailers make their way to the customer. Broshuis noticed regular breakdowns in communication between the customer, sales, and engineering during the sales process which often resulted in the customer's expectations not being met. Broshuis took advantage of the opportunity to change this situation with the help of Sofon. We spoke with Harold Vorstveld (Sales Director) and Alwin Hekker (Head of Engineering) about these changes.

## Quotation software from Sofon streamlines the expectations of customers, sales, and engineering

### DIFFERENT EXPECTATIONS

Expectations for a product to be delivered can often vary widely. That had also been the experience of Broshuis. Vorstveld explains: “At times, we have had to change an order substantially, because what the customer wanted was originally incorrectly interpreted by sales or engineering. Other times, we offered a custom solution, when the customer would have been satisfied with a more standard trailer. Unnecessary customizations were so prevalent, you could identify which sales rep had sold the trailer by the type of lights on the trailer. The customer had not requested these types of special lights, nor had they paid extra for them.”

### CUSTOMIZED SOLUTION?

Broshuis needed software that could streamline the customer's expectations with the knowledge of sales and engineering. As Hekker explains, “We considered building our own product configurator, but the number of disadvantages involved was just too high. The entire organization would then have been highly dependent on the maker, and other companies have specialized in configuration software. So why reinvent the wheel?”

### RESULTS IN ONE DAY

Broshuis held discussions with a number of suppliers of product configurators. “Sofon was

set up in a very structured way in comparison with competing packages”, Hekker explains. “When configuring a product, Sofon leads you in a logical order by means of a question and answer method. Sofon was able to show results in one day: a model based on our situation with which a quotation and a price were generated. That was something that the competition could not match. The Sofon organization also demonstrated its competence in understanding the many different challenges we faced and solving them within their standard software. That instilled confidence in both the product and the organization.”

### TRAINED IN ONE DAY

Once the choice for Sofon had been made, the implementation commenced. “The entire implementation went exceptionally well”, Hekker says. “Sofon made available a clear implementation plan with a clear timeline. The system was also highly user-friendly – both the CRM portion and the quotation generator itself – which enabled the software to run smoothly and made it possible to quickly train the sales team. They were able to pick it up in one day.”

### SMOOTH AND QUICK IMPLEMENTATION

Broshuis went live with Sofon within six months. As Vorstveld explains, “The implementation



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went smoothly and quickly. In fact, we required little consultancy (9 consultancy days, in total). That was made possible by the user-friendliness of Sofon, but also by the professional knowledge and good overview of our model builder Alwin. I advise every future Sofon customer to fully dedicate an employee with these types of qualities for the implementation. We would also like to add the additional products to Sofon. Currently, our best selling products are in Sofon and make up 90% of our total revenue.”

### COMPLETE SALES FUNNEL MAPPED OUT

Now that Sofon has been in use for some time, the results are readily apparent. Vorsteveld explains: “For us, being able to see the phase in which the quotations are located is an enormous advantage. In this way, the chance that a sales rep does not follow up on a quotation is minimal. We have now mapped out the entire sales funnel. We can also properly measure whether service calls are handled within the specified period and whether there is improvement to be made in this area.” “We also maintain a file for each customer”, Hekker adds. “In that way, we are now completely aware of what our co-workers do and a colleague can easily take over that task in the event of an employee illness.”

### WORKING WITHIN THE STANDARD CONFIGURATION

In the meantime, Broshuis is working more within the standard configuration. “Every

customer has their own ideas, but many customers actually want the same thing”, Vorsteveld says. “We can demonstrate this using Sofon. For example, we now offer the customer a choice of five cargo blocks. Previously, the customer had a choice of no less than thirty, which was not something that the customer actually needed. The chance is fairly good that the customer will choose one of the five standard options. If they do not choose one of these standard options, they know that their choice will have to be developed and that this will involve additional costs.”

### COST SAVINGS

As a result, Broshuis has been able to create clear, cost-saving standardizations. Quotations are also flawless and the products offered are always possible to manufacture. “Double-checking is no longer required”, Vorsteveld says. “We know that a trailer configured using Sofon is feasible. Over time, that’s going to deliver an enormous management advantage.” Hekker adds: “The cost savings are already becoming apparent. By using Sofon, a sales rep is aware of the standards. We avoid unnecessary, costly deviations. That, in turn, is a major benefit to the communication between sales and engineering – but also in the communication to the customer. In the future, we plan to equip our sales reps with an iPad to enable them to configure a trailer at the customer’s location.”

## WHAT HAS BROSHUIS ACHIEVED WITH SOFON?

- Live within six months with little consultancy (9 consultancy days, in total)
- Offering the best selling products using Sofon
- Quotations are flawless and orders are feasible; double-checking is no longer required
- Cost-saving standardizations
- Improved communication between sales, engineering and the customer
- Complete sales funnel mapped out; quotations easier to track
- Measurable and completed service calls

