



Grupo Insul-Therm

Construye · Aisla · Ahorra

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To whom it may concern:

Insultherm is a leading installation and distribution of thermal insulation company in Mexico that has operations throughout the entire country. As a key initiative for the fulfillment of the company's vision and with the goal of international expansion, in January we initiated, along with London Consulting Group, the development of the project called PROACTIVE which focused on the reengineering of the organization's commercial area.

During the project the following models were designed and implemented:

- Design of the organizational structure of the commercial area implementing the roles and typical days for commercial managers and executives.
- Design and implementation in SAP of the finance model and the margin and price management per line of product model.
- Development of the prospects management model based on the implementation of Client Relationship Management (CRM) to ensure proper follow-up with the clients.
- Implementation of the active supervision and coaching model to be applied by the managers on the executives.
- Technical training and commercial skills model for all the sales force management.
- Design and implementation of commercial indicators and the results management model.
- Design and implementation of the commercial associates compensation model.

It is important to mention that the results of the project have been conclusive and have had tangible impacts on the company's sales as well as on the profits:

- A 23% increase in material sales (thermal insulation, waterproofing, heat-resistant, lightweight construction).
- A 34% increase in the profit margin due to better price and discount management.
- A 67% increase in gross income of material commercialization.

As of this date, the economic benefits obtained by the increase in sales represent a return on investment of 1.6 to 1 and an annual return on investment of 3.8 to 1.

Due to the aforementioned we would like to highly recommend London Consulting Group with whom we have decided to initiate a second project in order to implement the developed commercial model throughout the entire country.

Sincerely,

Ing. Oscar Thomae
General Director of Grupo Insul – Therm

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