

COMPETENT. CONVINCING. SUCCESSFUL. CUSTOMER SERVICE AT ITS BEST ...



“The specific combination of **product and sales training at the WABCO University** has a lasting effect: Now our employees are even more familiar with the Intelligent Trailer Program and we have increased our sales by 100 percent!”

Stefan Kress, Service-Manager
Commercial Vehicles at Robert
Kunzmann GmbH & Co. KG

WABCO University has been providing training and consulting services to fleet managers, professional drivers, workshop managers and employees, as well as parts dealers in the office and in the field, and has over 45 years of experience.

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Robert Kunzmann GmbH & Co. KG was founded in 1935 and comprises ten locations with 720 employees in Aschaffenburg, Germany, and the surrounding region. The service-oriented company continues to further expand their offerings to its customers. Currently, five field-service employees serve customers as competent partners – for example by consulting fleet customers.

WABCO's Intelligent Trailer Program consists of different optional modules and functions for trailers that can be used separately or in combination, tailored to the operation of the vehicle. Kunzmann has started to offer the innovative program to its customers a few years ago.

The field staff often lacked detailed technical knowledge of the different modules and many functions, which is essential in order to prepare customized packages, tailored to the customers' specific needs. Thus, the offer often didn't convince the customer and Kunzmann's sales lacked behind expectations.

Kunzmann decided to participate at a sales training for the Intelligent Trailer Program, offered by WABCO University. In addition to increasing the detailed knowledge about the product, the staff also learned how to prepare individual packages that include the specific functions as required by the customer. The training was completed by arranging joint appointments of field staff and WABCO product experts at Kunzmann customers. As a result, sales increased by 100 percent within a few months.



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Learn more about WABCO University's comprehensive portfolio of training offerings and pave the way to increase your sales!

[Flyer sales training "Intelligent Trailer"](#)

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