

Webinar:

Sådan bliver du kunde i SuperOffice



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Kort intro til SuperOffice

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CRM Planer

Kort om SuperOffice

SuperOffice i tal

+35 års erfaring

+ 5.000 kunder

+ 10 års gennemsnitlig levetid på kunder

+ 350 medarbejdere

Lokal ekspertise



Personlig kontakt



Vi hjælper virksomheder med at opnå følgende



Relationships that matter. Revenue that grows.



Få nye kunder



Sælg mere til eksisterende kunder



Reducer kundeafgang

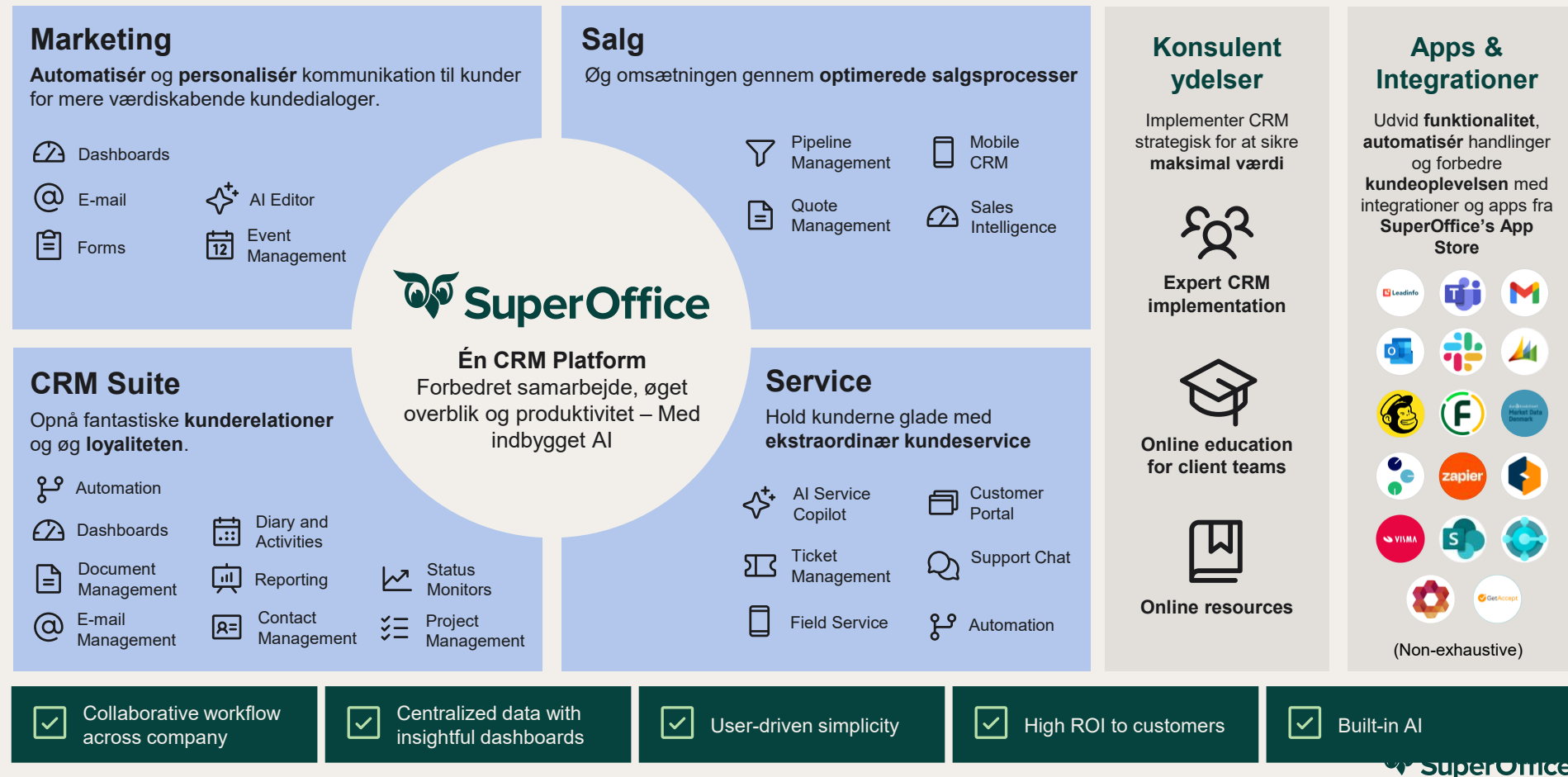


Forbedre kundeoplevelsen



Forbedre produktivitet

SuperOffice hjælper virksomheder med at finde, fange og fastholde kunder med én CRM suite



Salgsprocessen

- Har I styr på jeres processer?
- Er de system understøttet?

Hvad vi ofte oplever hos nye kunder

- Vi oplever tit manglende processer for indsalg, og eftersalg
- Hvis data er ustruktureret og/eller spredt på tværs af forskellige systemer og arbejdsgange, er det meget svært at sikre overblik og rettidig handling.
- Salgsaktiviteter og CRM-registreringer udføres tilfældigt med varierende datapunkter.

Datastruktur i CRM

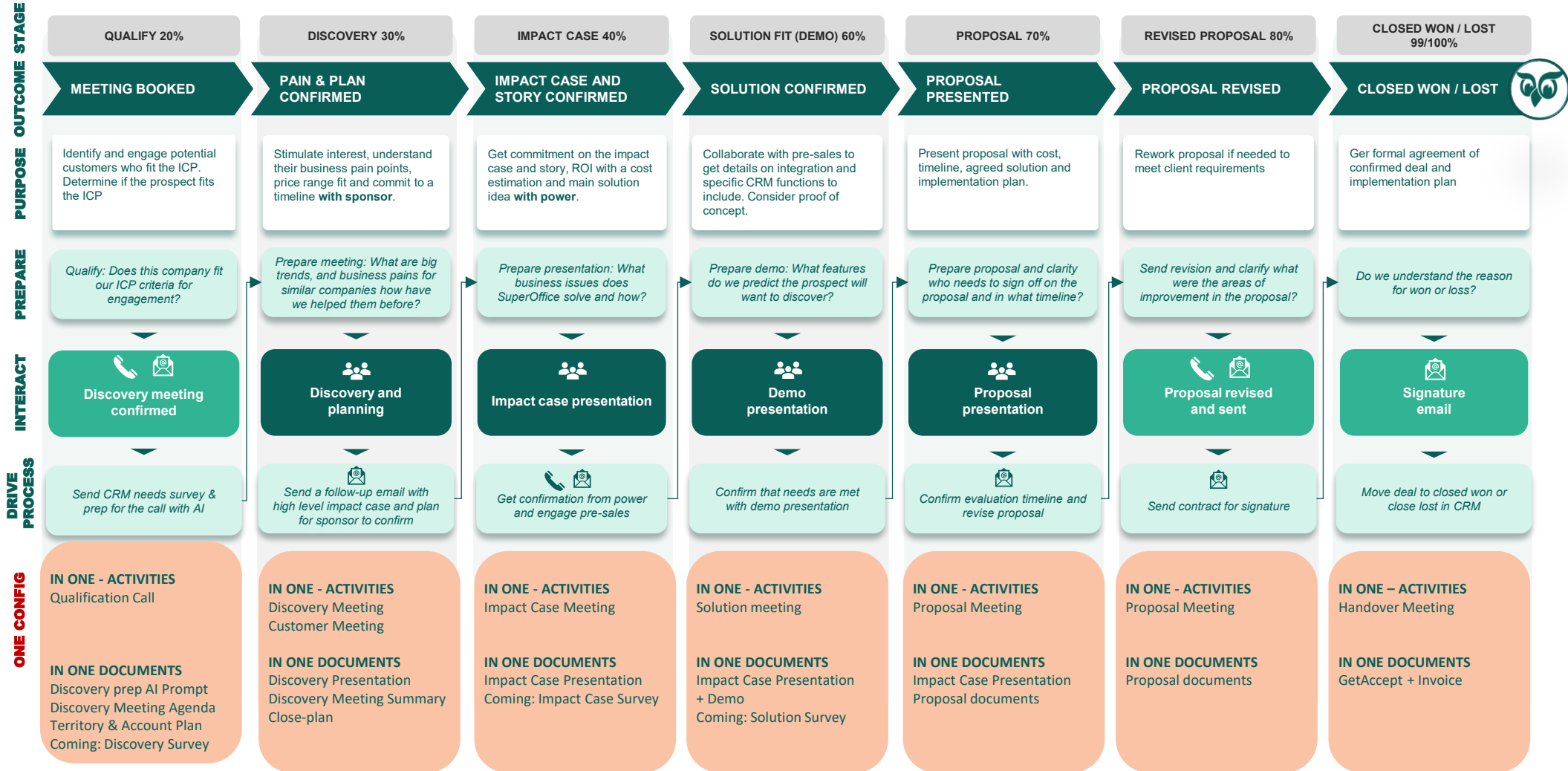
Hvorfor er det vigtigt?

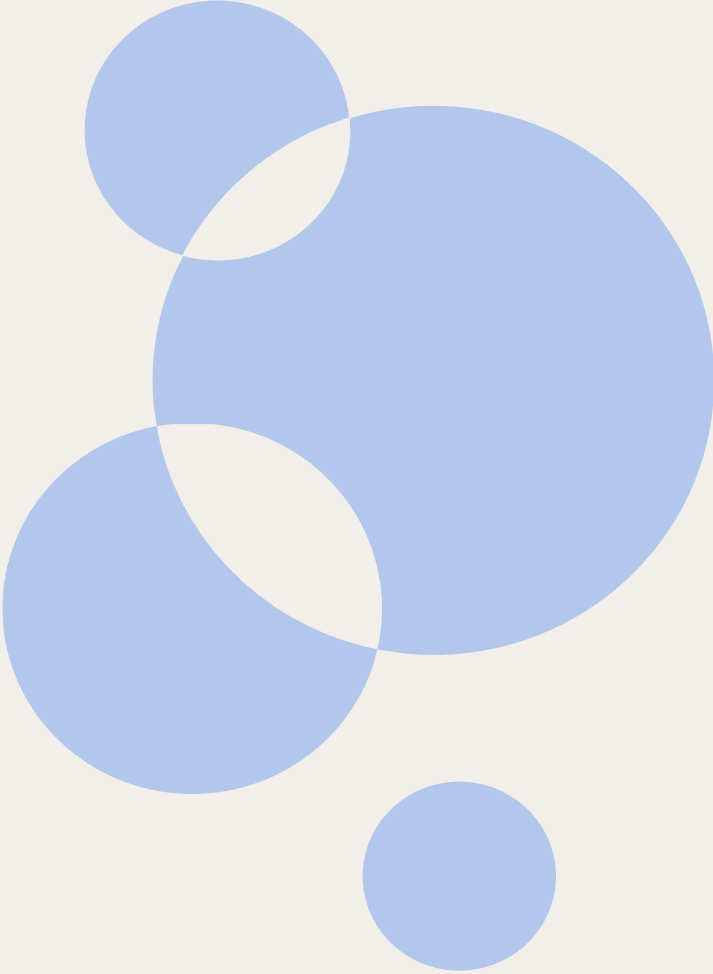
- Struktur → gør data brugbar
- Historik → gør dialog kvalificeret
- Opfølgning → skaber fremdrift

Den gode datastruktur:

- Struktur på hvilke step man skal igennem.
- Detaljeret plan for hver step
- Træn jeres salgsprocess

SALES PROCESS – ONE CONFIG OVERVIEW

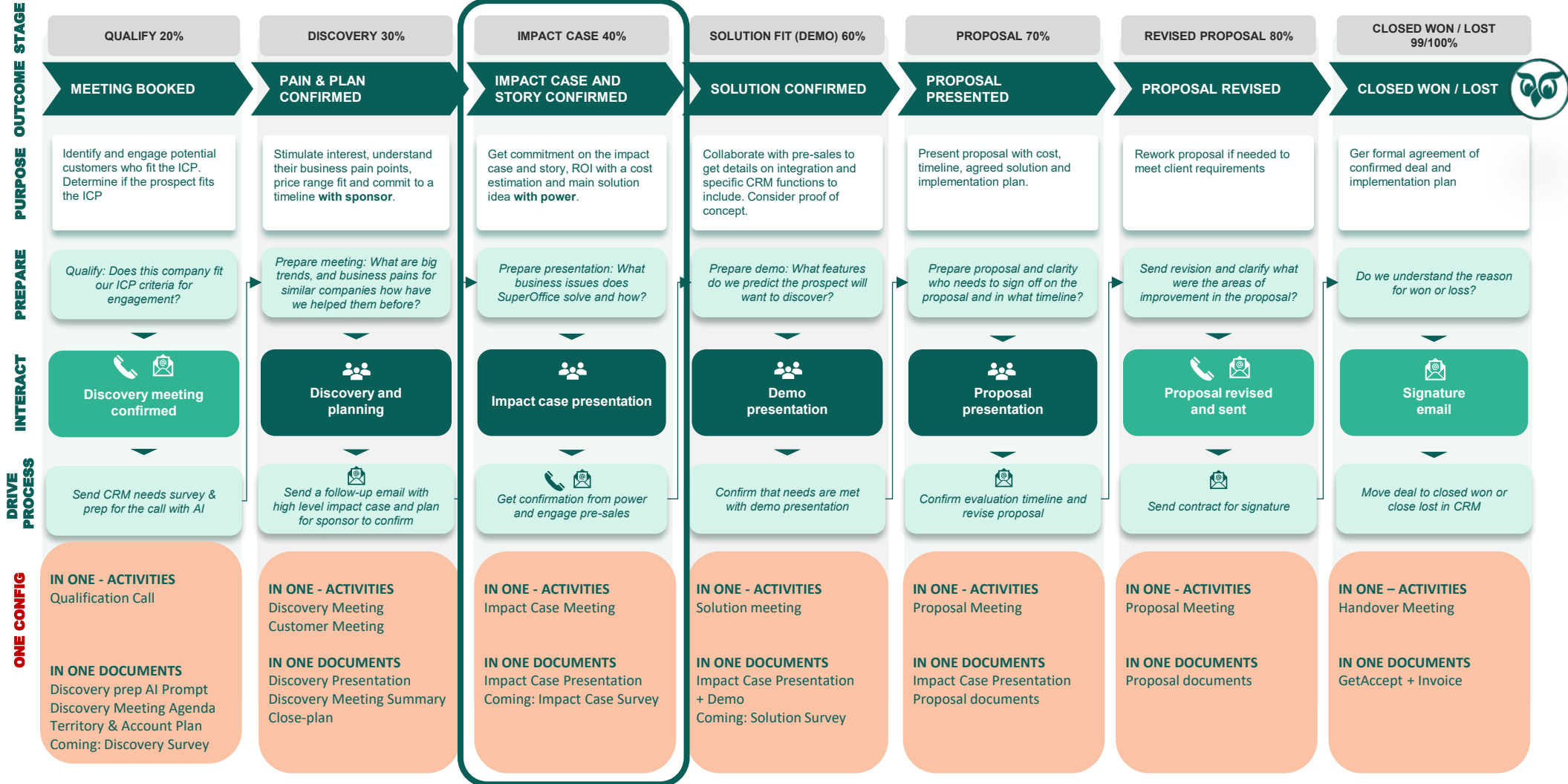




Hurtig demo af processen i SuperOffice

Aktiviteter og faser på salgsmuligheden

SALES PROCESS – ONE CONFIG OVERVIEW



Impact Case



Brink Transport A/S Impact case



Impact case Content

The content of this report case is to share our understanding of your current situation, to define the main challenges and conditions, and demonstrate how SuperOffice can help achieve them.

1. Background, situation and strategic goals
2. Our perspective on the task
3. Solution design
4. Business case
5. Investment

Background, situation, and key questions

This is how we understand your situation today.

Our perspective on the task

Challenges and requirements for success

Solution design

Our proposed solution and process

Business case

Time savings in administration and coordination - Phase 1

Investment

Team & investment

Solution owners and investment requirements

Requirements for security, investment and delivery

Business case

Time savings in administration and coordination – Phase 1

Hypothesis

By consolidating customers, sales, and activities in one CRM system, Brink Transport can reduce manual work and create a unified overview.

It enables better **prioritization**, systematic **follow-up**, and reduces dependency on individual knowledge, supporting time **savings** and increased sales activity.

Assumption

- Conservatively, Brink Transport can save **5–7 administrative** hours per week by:
- Having one unified customer database
- Automatic sync with Outlook and ERP
- Higher conversion and more relevant leads through better prioritization

Savings

This corresponds to an annual saving of approximately DKK **75,000–100,000.**

Conservatively, a structured CRM can increase qualified leads by 5–15% through better prioritization and follow-up.

= **0.5–1% improvement** in turnover

(40 mio DKK)

Solution owners and investment requirements

Implementation team



Sales Manager

Mikkel Stisen, Net new sales manager



Forretningskonsulent

Sabine Vest, Senior CRM konsulent

Projektleader & implementation responsible

Requirements for monthly investment and delivery

Licenses	Total
Sales Premium	
Synchronizer for Outlook	
Development tools	
Integration	
Total for licenser	4.149 kr



PR MÅNED

SuperOffice licenser. pr. md

4.149 kr.

Area	Total
SuperOffice implementering	
integration	
Total	64.350 kr



INVESTMENT

Implementation

64.350 kr

Mdr. Payment

5.362 kr.

SCM

SuperOffice Consulting method

- Struktur → gør data brugbar
- Historik → gør dialog kvalificeret
- Opfølgning → skaber fremdrift

Overdragelse til implementering

- Alle information er lagret ét sted
- Detaljeret plan for næste step
- Ingen information går tabt under overdragelse
- Synlighed for hele organisationen



Implementation Project

Bridge between SSM & SCM

Impact Case

Estimation

Handover Document

Outcome

A shared understanding between sales and consultancy was established through onboarding on customer needs, pain points, solution scope, expectations, and value. This forms the basis for a well-grounded and approved project estimate, ensuring transparency and accuracy in resource and cost planning.



We ensure **your CRM** aligns with your strategy through a well-designed approach that is covered by our **technology**, supports your **processes**, and is loved by your **people** — all delivered through professional **project management** and a strong focus on **change management** to drive user adoption.

I	Internal activity
E	External activity
O	Optional
D	Document

	01 INITIATE	02 CUSTOMIZE	03 TRAIN	04 CRM MANAGEMENT
Outcome	Informed and satisfied stakeholders that agree on the project's scope & goals. Alignment of expectations, responsibilities & timeline. Clear overview of the business case, user needs, key risks, and success criteria.	A tailored CRM setup aligned with the customers processes and KPI's, resulting from collaborative workshops and strategic guidance drawing on industry best practices, common challenges, and our 35 years experience.	Onboarded users and administrators through tailored training. Successfully supported the transition to the live system, resulting in a satisfied customer and strengthened, secured internal ownership.	Maximized customer value through ongoing consultancy. Maintaining a strong relationship with the customer, advising on CRM strategy, identifying improvement opportunities, and helping customers achieve long-term success with their CRM system
Activities	Handover from Sales Project Planning Project Kick-Off Customer Interviews Stakeholder Meeting Change Management Training	Workflow Workshop Configuration Workshop Specification Workshop Configuration & Customization Solution Presentation Test Assistance	CRM Governance Train the Trainer Customer Training Administrator Training Delivery Sign-Off Go Live Assistance Handover to Sales	Strategy & Product sessions Survey of management and users Script Maintenance Optimization of Solution Health Check Training sessions
Key Deliverables	- The Project Definition Document that outlines the detailed scope & planning of the project - Project Kick-Off Output Document - Customer Interviews Output	- Approved Output Documentation of the Workshops - Documented customizations - Approved Solution Presentation Output Document	- Customer Training and Administrator Output Documentation - A Delivery Sign-Off Document - Handover to Sales Document	- Health Check Report - Survey Report - Improvement Plan - CRM Strategy Roadmap

CSP

Customer succes program

- Vi slipper jer aldrig

Kontinuerlig udvikling

- Vi tilretter en udviklingsplan
- Løbende uddannelse
- Health check
- Overskuelig og fast økonomi

Customer Succes Plan

Vejen til succes: Jeres køreplan til CRM-perfektion

① ∞

Forstå og afstem

Vi starter med en grundig forståelse af jeres forretningsprocesser, KPI'er og mål. Jeres dedikerede konsulent bliver en del af jeres team og hjælper med at sikre, at CRM-strategien er tæt afstemt med jeres forretningsstrategi.

② ⚙️

Optimere og løfte

Gennem regelmæssige health-checks, overvågning af performance og løbende træning, finjusterer vi jeres CRM for at sikre, at jeres tilpasninger altid virker og hjælper jeres team med at bruge det effektivt. Sikrer høj produktivitet og lav friktion.

③ ✓

Vækst og mål

Sammen følger vi målbare resultater og omsætter data til strategi. Jeres CRM udvikler sig måned efter måned og bliver en sand motor for kundevækst og omsætning.

Det får I

CRM Succes Program — 6 grundlæggende elementer og tydeligt ejerskab



Dedikeret CRM-specialist

Samme konsulent gennem hele rejsen: én der kender jeres løsning, mål, KPI'er og forretningen.



Proaktiv optimering

Vi planlægger mål år for år, evaluerer og sikrer kvaliteten i data og workflows



Kompetenceudvikling

Regelmæssig træning af superbrugere (eller nye brugere) i nye funktioner, best practices og smartere CRM-brug, også i lyset af nye funktioner



Målbare resultater

Dashboards og KPI'er afspejler strategien, så effekten kan måles. Vi tager ansvar for, at I lykkes!



Strategisk rådgivning

CRM kobles til forretningsmål for bedre beslutninger og stærkere resultater.



Udvidet team

SuperOffice bliver en praktisk forlængelse af jeres team.

Hvordan leverer vi på det?

SuperOffice Success Program (Managed Services)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Implementation project Process adjustments, Configuration, Import, Setup of Dashboards, Go live assistance	Implement	Implement													
CRM Strategic review & Prioritization Interview key-users, Analytics (funnel, lead sources, conversion, follow-up, lead qualification, pipeline, win rates, sales cycle, drop-off), stakeholder meeting with results and strategic prioritization				Meeting											
Alignment to do's, priorities and prerequisites and follow-up				Alignment			Alignment			Alignment			Alignment		
Optimizations and improvements Workflows, Configuration, Flows, Guides, Templates, Automation															
Maintenance of existing scripts and automations															
Training Train new users or train new functionality/process based on input customer, Health check and surveys							Training						Training		
Survey Distribution, analysis, report										Survey					
Health Check Analysis, report										Health Check					
KPI Analysis and adjustments							Analysis						Analysis		

CRM planer

Systemunderstøttet plan for den enkelte kunde

- En levende plan i SuperOffice

Account planer gjort digitale

- SuperOffice måler på alt og giver score, farver og indikationer på hvor man som kunde er i en plan
- Digital termometer
- Fokus ændres fra indsalg til udvikling
- Sælges af SuperOffice



CRM plan – DEMO

