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## Years of sales development awarded Martela has Finland's best sales organisation

**Martela was proclaimed the winner in the "Finland's Best Sales Organisation 2010" competition held for the first time. Martela, which convinced the Expert Panel with its good scores in all sales indicators, has systematically developed its sales skills for years.**

Five years ago Martela set itself the goal of becoming Finland's best B2B sales organisation with its approximately 80 sales professionals. According to **Pekka Torikka**, Martela's Sales Director, the award gained by the company shows they are on the right track.

"Our sales process and organisation have been built from a customer perspective. Our process helps us identify customer needs at an early stage. It's easy to create process manuals that gather dust on the shelves and claim that we work according to them. But we've progressed beyond that, and have had some significant successes in fulfilling customer requirements," says Torikka.

A targeted and supportive sales approach also requires that personal skills be developed continuously. For example, monthly discussions carried out between each sales person and his/her supervisor are aimed at developing individual strengths and giving the support necessary to reach targets. Nevertheless, the help of others is also required.

"Sales is a very lonely task if it lacks the support of the rest of the organisation, and if there is no ability to see things from the customer's point of view, even at the Board level. The present and future success of business operations will depend on how well we understand our customers' needs and on how well we can manage this knowledge in practice," says **Panu Ala-Nikkola**, Director of Martela's Finland Business Unit.

"Even though all indicators clearly show that Martela is good, some individual criteria stand out. For example, the company's Finnish sales have done well despite the difficult market and customers are very satisfied," says **Petteri Laine**, Chairman of the Panel of Experts and Managing Director of Customer Centric Selling Finland. Laine also notes the importance of the support of the whole organisation, which can turn a good system into an excellent overall result.

Finland's Best Sales Organisation 2010 is a competition between businesses that aims to develop and promote Finnish sales and sales management culture by introducing new tools and benchmarking data to sales managers and executives. The competition looks beyond the present day into the future, and seeks comparable data that will help create competitive advantage across industry borders.

The Expert Panel's members included Finland's leading customer-oriented sales experts. The evaluation was based on an analysis of the whole sales process. There were 30 participants in the competition, of which 10 qualified for a higher stage and 3 for the finals. The competition's patron was **Sakari Tamminen**, Chairman of the Board of the Confederation of Finnish Industries EK.

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**Martela** designs and supplies interior solutions for work environments and public spaces. Martela's objective is to offer its customers and partners the best service in the business and high-quality, ergonomic and innovative products. Martela is the largest company in its sector in Finland and one of the three largest in the Nordic countries. In Finland, Martela offers a comprehensive service which can cover the entire process of change from initial inventory and design to removal and maintenance. Martela is a family company founded more than 60 years ago and its shares are quoted on the NASDAQ OMX Helsinki. The company has production in Finland, Sweden and Poland. In 2009, the Martela Group's net sales totalled EUR 95.3 million and it employed an average of 630 persons.