



Dear Ladies and Gentlemen,

Since August 2021, we have been continuously posting information addressed to our customers and concerning our company in our Info & Press Download Center. We are very pleased that this medium has been very well received by our customers.

With this letter, we would like to inform you about the current set-up of our Sales function: Due to COVID-19 and our restructuring measures – which started in summer 2019 – there have been many changes in this area.

As a result, more than 10 positions within Sales had to be redesigned in terms of content and filled as of summer 2020. Staff absences, as well as the integration of new employees, have presented us with a number of considerable challenges to date, most of which we have successfully mastered.

Integration of Purchasing and Sales:

With the aim of achieving higher product competence and faster processes, we restructured our Purchasing Department in Cologne at the end of 2020 and integrated it almost entirely into the Sales Department. To this end, some employees moved to Sales, while others transitioned to the newly created Product Management function. Since then, we have divided our Sales into three units:

- Order Management Stock for the brands RETUMBLER® (drinkware), REEVES® (electronics), RE98 (classics like key rings etc.).
- Order Management Import for the brands RETIME and SPECIALS (lanyards, pins and caddy chips)
- Sale for all areas (no order processing, new customer acquisition, acquisition, visits and trade fair)

Click here for the overview on our webpage. 

Organisation of the areas:

More competent advice, as well as faster reaction times, led to the separation of the Sales areas for stock and imported goods, respectively. Here, many customers were used to having one contact person. Since we have raised the quality standards in terms of processing, product and process knowledge, our customers clearly gain from the division of these respective disciplines into several contact persons. They receive far more competent advice and support than before.

New employees, employees in new functions

Of the 18 people currently working in Sales, seven have joined in the last 12 months. Three employees from the former Purchasing Department are now on hand to reinforce the Sales Department and are contributing their extensive knowledge to their new roles. We started an onboarding process at the beginning of the year and are already seeing that our induction workflow has become much more precise and goal-oriented.

reflects.

As you, dear customers, can imagine, there are risks associated with new processes and staff when involving new tasks, but far greater opportunities. We see the development in a positive light!

If you have any further questions about the organisation or would like to offer your own thoughts, please do not hesitate to contact me. It will be a pleasure to talk to you about it!

With kind regards



Peter Leseberg
Head of Marketing & Sales