

# SCALING-UP YOUR AFTERMARKET BUSINESS IN 100 DAYS



- ✓ OEMs, DISTRIBUTORS / DEALERS & SMEs
- ✓ BACKED BY GLOBAL EXPERIENCE
- ✓ INNOVATIVE PROGRAM METHODOLOGY
- ✓ DRIVEN TO DELIVER TANGIBLE RESULTS

**SINTRA**

SOLUTIONS PROVIDER IN HEAVY EQUIPMENT

# GROW YOUR AFTERMARKET BUSINESS WITH US

## RESOURCES

Global and local practices and experiences accumulated as a result of Sintra's in-depth expertise in management and business development

## METHODOLOGY

Highly Interactive, Engaging Content, Real-life Scenario, Based Learning, Best Practices, Case Studies, Smart Tracking Technology

## PROGRAM STRUCTURE

Stage I: Kick-Off and Gap Analysis  
Stage II: Work Plan and Implementation  
Stage III: Monitor and Control

## KEY FOCUSED AREAS

- After-Sales and Marketing
- Pricing Strategies
- Operational Efficiency
- Performance Metrics
- Strategies and Management

## Who Will Benefit?



- OEMs looking to develop Dealers' Aftermarket performance & distribution channel

- Distributors/Dealers looking to enhance Aftermarket capabilities

- SMEs looking to invest in the attractive market of Aftermarket business

## ABOUT US

We deliver highly effective and results-driven Aftermarket solutions to Heavy Equipment Manufacturers, Distributors, Contractors and Fleet Managers, seeking to enhance Aftermarket services.

## WHY CHOOSE THIS PROGRAM?

We bring to market revolutionary business solutions that create value for the Aftermarket business. Our long experience in the Heavy Equipment industry, allows us to identify customers pain points and propose sustainable business models to drive profitability and enhance go-to-market strategy.

## EXPECTED PROGRAM OUTCOMES

Organizations will learn to optimize Aftermarket Service operations by creating an innovated ecosystem which tackles the most critical internal and external business challenges. It will help Parts and Service Departments and Business Owners to upgrade their professional standards and develop a strategy to improve and grow the profitability of the company.



**GUARANTEED RESULTS**

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