

# Customer Value Creation has fundamentally changed Turtle Wax's selling approach



*"Customer Value Creation has brought new life and energy to our selling approach."*

**Denis John Healy**  
CEO, Turtle Wax

## Turtle Wax Profile

- Number one selling brand of car care products in the world with sales in 90 countries
- Founded more than 60 years ago in Chicago
- Manufactures appearance and performance car care products for the retail consumer market and the commercial car care and professional detailing industries

## Challenge

- Customer base had been consolidating at a rapid rate over the past few years
- Facing highly commoditized market with significant regional competition
- Needed to improve customer relationships utilizing their sales broker network
- Sought to incorporate their customers into their strategic planning process

## Solution

- Utilized Customer Value Creation and Render® to understand customer needs for large, strategic accounts at corporate, regional, and store levels
- Built and executed value creation plans with their customers and sales brokers to promote transparency and accountability
- Adopted Customer Value Creation and Render® as a required capability for their sales organization and brokers going forward

## Results

- Strategic growth opportunities identified that neither customers or Turtle Wax were previously aware of
- Full alignment and accountability amongst customers, sales brokers, and Turtle Wax on what needs to be done to improve profitability for all
- Customer relationships enhanced - with one of the largest stating that CVC has been "the best process they've ever been a part of"

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