



## Cotoco Performance Toolkit has a strong bearing on business growth at Dana GVB

### Key results

- Secured global deal over foreign competition
- Accelerated business growth
- Enhanced customer perception of product and company
- Made sales team fully conversant with complex technology
- Reduced number of times customers needed to visit factory
- Shortened sales

*Cotoco's Performance Toolkit delivers increased win rates and shortened sales cycles, underpinned by the world's largest research programme into top performing behaviours.*

### Background

Dana Glacier Vandervell Bearings (Dana GVB) is a leading supplier of engine bearings. It is part of the USA based Dana Corporation which employs approximately 35,000 people in 28 countries and supplies components to virtually every major vehicle and engine manufacturer in the world.

### Challenge

Dana GVB has a superior product which has always benefited from a strong R&D initiative. It also offers great value compared with the competition. However, its focus on innovation and quality means that it is not the cheapest supplier on the market.

The properties of an engine bearing are highly dependent on the structure and composition of the materials used to make it. These technical factors were particularly hard for employees and customers to visualise.

Articulating the enhanced value of their product in an engaging and not-too-technical manner was very difficult, even for seasoned employees.

In addition, increasingly competitive market conditions were exacerbating the problem. Dana GVB needed to do something, and quickly, to put things right.

### Solution – Cotoco Performance Toolkit

Cotoco conducted a series of workshops to determine the specific details of Dana GVB's communication needs and objectives. The project was then split into two phases.

The first phase comprised a framework including audio-visual presentations which explained the essential characteristics of bearing materials within the context of overall engine design. It also incorporated a visual demonstration of the benefits of their unique bearing design technology.



*“Not only did Cotoco bring our technology to life, but more importantly the framework really helped us differentiate ourselves from the competition.”*

### Cotoco's impact

Cotoco has pioneered and refined a unique way of empowering companies to put winning behaviours into practice.

- Increased win rates
- Shortened sales cycles
- Less time out of the field

Our award-winning technology is used by thousands of employees throughout the world.

### Contact us

Raise your game!

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### Solution (cont)

The second phase explained the advanced manufacturing techniques used to create their plain bearings.

Cotoco's Performance Toolkit, branded the Plain Bearings Encyclopaedia, transformed the way in which Dana GVB communicates with its customers and staff.

### Results

Dr John Wheatley, R&D Director, succinctly summed up the situation, “Our product appears simple, and yet has sophisticated technology behind it. It is very hard to visualise.”

“We needed a way to show both our customers and our employees what we actually do. Not only did Cotoco bring our technology to life, but more importantly the framework really helped us differentiate ourselves from the competition.”

Distilling, clarifying and communicating value and benefits, rather than product features, is an integral part of the design of every Cotoco Performance Toolkit and was particularly successful for Dana GVB.

Customers can now quickly understand how the chemical and engineering technologies involved in the manufacture of their plain bearings result in a truly superior product. More importantly, they can see how using Dana GVB's bearings will give them a real competitive advantage.

The toolkit also proved a valuable resource for staff and customers who wanted a deeper insight into the manufacturing process. They could now get to the heart of the process without having to visit the factory.

In addition, it has proved a highly effective tool for inducting new employees.

In summary, the Plain Bearings Encyclopaedia has equipped Dana GVB with the ability to sell their products, and the expertise behind them, in a manner that immediately engages their customers.

This methodology has deepened trust, boosted their reputation and accelerated their business.