

TP Group maintained its sales operations with Bonito

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TP Group Finland Oy used the Bonito Sales Maintenance™ to enhance its sales and customer service. TP Group is the leading expert focusing on the development of commercial property, retail, services and communities. It is part of the Nordic TP Group corporation, with revenues more than 13 million euros and a personnel of 125 in 2006. In Finland and the Baltic countries, TP Group has been actively involved in more than 600 projects, including four out of five of all shopping center projects in Finland (such as Forum, Itäkeskus, Sello I and Koskikeskus). TP Group have also introduced a number of foreign retail chains into the Finnish market, such as Lindex, Kappahl and Kicks cosmetics as the latest.

"In the Sales Maintenance and afterwards, we have discussed the basics of sales work and especially how sales expertise from senior people can best be transferred to younger consultants and researchers", says the managing director of TP Group, Mikko Mare. "The concept of TP Group is unique, and they have a pragmatic way, both in terms of planning and realization of plans, to ensure that commercial property investments produce a positive net cash flow to the investors. TP Group have tangible results to sell, and we are happy to have supported them in their sales work with our maintenance service", says Kimmo Neihum, senior partner of Bonito.

Bonito promotes sales culture in partnership with you. Sales Maintenance™ is a Bonito service for the maintenance of sales, marketing and customer care. More than 40 maintenances have been done in several countries, and over 300 professionals have participated in them. The service is used by dozens of leading companies, including Canon, Nordea, Eaton Power Quality, Efecte, and Ezpa.

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