



# THE UNOX SUCCESS STORY

With a commitment to innovation, UNOX has transformed itself into a global manufacturing business, supplying technically advanced ovens to the world's top chefs, restauranteurs and award-winning restaurant chains and retailers.

The company's key ingredient for growth was to stay true to its core value: Inventive Simplification. Learn how UNOX extended lean manufacturing efficiencies into its sales process by adopting the ValueSelling Framework®.

## **SIMPLIFYING LIFE IN PROFESSIONAL KITCHENS**

As a family-run business, the UNOX culture mirrors the owner's passion for achieving efficiencies and reducing impact. It is reflected in the fanatical attention to detail, clean white vans, smart uniforms, exceptional customer service and pristine manufacturing facilities.

The UNOX combi steamer-oven exemplifies Italian design brilliance using Artificial



## **ABOUT UNOX**

UNOX is a global designer and manufacturer of state-of-the-art ovens for the foodservice industry. The company defines excellence through invention that serves to support its customers, commercial partners, its people and suppliers to rise to the challenge of building success.

UNOX stays committed to lean manufacturing, which involves light, synchronized and perfectly timed production flows and to impeccable customer support. With its direct presence in 34 countries, it provides worldwide services to its global and local customers.

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**“With precise planning, we’ve transformed from selling products to providing valuable solutions based on a customer’s needs.**

**Active Marketing Chef, UNOX**

Intelligence and state-of-the-art technology to cook almost any dish at the push of a button.

The LCD touch screen control panel helps chefs and bakers to plan recipes in advance, better utilize the oven while in use, and program cooking through any device connected to the internet. With its DataDrivenCooking IoT service it provides valuable data to the professional who are using the oven, including personalized cooking suggestions generated by the analysis of usage behaviors.

To compete more effectively, the company implemented lean processes throughout its vertical integration manufacturing facility, allowing UNOX to make every part of the oven in-house. Then, the company took these same lean principles into its sales methodology with the ValueSelling Framework®.

### **USING LEAN PROCESSES TO GROW SALES**

UNOX systemized the selling process, taking the traditional

chef role and transforming it into a high-touch, high-impact sales person.

The unique selling feature of UNOX is the Individual Cooking Experience, with which UNOX’s Active Marketing Chefs (AMCs) provide potential customers to test UNOX ovens in their actual kitchen, with their own recipes and ingredients before making any investment decision.

The ValueSelling Framework® proved appealing because of its inherent qualities: simple, efficient and elegant.

PJ Nisbet, EMEA Director for ValueSelling Associates, and Riccardo Pavanato, Managing Partner for ValueSelling, worked alongside CEO Nicola Michelin to create differentiated messaging for the UNOX sales team.

And every new hire becomes familiar with ValueSelling through an eLearning module, which precedes an instructor-led workshop, where the sales methodology comes to life.

#### **SIMPLE**

The UNOX team members quickly adopted the simple and effective ValueSelling methodology to engage potential buyers in a value-based conversation. Instead of “selling,” each UNOX team member is a problem-solver.

#### **EFFICIENT**

By using the Qualified Prospect Formula®, a consistent way to qualify opportunities, UNOX team members now focus on the best potential buyers rather than spend time and resources on those who will never buy.

#### **ELEGANT**

The ValueSelling toolset includes an easy-to-use ValuePrompter®, which provides a structure and roadmap for preparing for any sales call or meeting, and developing insightful business questions.



**“ValueSelling gave us the skills and knowledge to have a true business conversation with our dealers, and increase the time we spend with customers.”**

**Mike Conway, President & CEO, UNOX, Inc., USA**

## **SERVING UP AN EXPERIENCE**

While the competitors invite end users (chefs and restaurant owners) to their corporate premises for an elaborate master chef demonstration to showcase equipment, UNOX visits a chef and/or restaurant owner at their place of business for an Individual Cooking Experience.

The logistics, let alone the meal prep, for an Individual Cooking Experience is an artistic feat. Unload the UNOX ChefTop Mind.Maps™ combi oven from the van into the restaurant’s kitchen. Prepare and cook the restaurant’s signature dish (or the chef’s favorite recipe) in the UNOX oven. Plate and present the final dish with flourish. Set the oven to self-clean with UNOX’s

eco-friendly, patented cleaning products and process.

UNOX has designed, standardized and documented the process so thoroughly that close to 100 Active Marketing Chefs (AMCs) all over the world can complete an individual sales experience within 75 minutes from start to finish.

And during the downtime—while the meal is being cooked and the oven is self-cleaning—the AMC (also known as a sales representative) uses the ValueSelling Framework to determine what problems the chef is having and how UNOX may be able to solve them. As part of an elegant presentation, the value-based sales conversation is woven into the Individual Cooking Experience.



**“This training gives us a more modern, more effective, and more unified sales process.”**

**AMC, UNOX**



## ARTISTRY IN METRICS

The AMCs demonstrate how remarkable the UNOX ovens are with the artistic and dramatic flair of a professional chef. The oven is a key part of a chef’s toolkit. With this value-based process, UNOX enjoys a 75% close rate.

UNOX continues to grow its business through direct sales and by working with equipment dealers throughout Europe, South America, Asia, Russia and the US. Both dealers and AMCs receive beautifully designed playbooks that detail the best practices as they engage with prospects throughout the buyer’s journey.

UNOX is sure that increasing the number of Individual Cooking Experiences will dramatically increase revenue. In 2016 alone, UNOX saw a 25% increase in Individual Cooking Experiences and a corresponding 23.5% increase in sales and 29% EBITDA. In 2017 the increase in performed Individual Cooking Experience has been 35%.



**The proven formula for accelerating sales results.**

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