

# CUSTOMER STORY

## Sitoo Challenge: No Structured Approach to Demonstrating Value



“ For us to provide them with the right tool of doing this has not just helped our champions on their end to present this within the company, but it has also gotten us access to those roles and those key players and decision makers, which makes our lives obviously much easier. ”

**Johan Martini**  
Country Director



## About Sitoo

Sitoo is a world-leading Unified Commerce Platform anchored by Point of Sale (POS) for global retailers. Providing a cost efficient, game-changing technology, enabling retailers to unify all stores and online sales channels, in real time.

The result is streamlined inventory management, empowered store associates, exceeded customer expectations and never-missed sales opportunities. Sitoo is trusted by brands and retail chains in Europe, Middle-East, Asia-Pacific and North America.

### Expanded

REACH TO KEY DECISION MAKERS

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### 2024

BECAME SHARK USERS

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### 11 or 12

CUSTOMER WINS

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# Before Shark / The Challenge

Before adopting Shark, Sitoo had a sales process in place however this didn't include a value selling methodology. They had customer data and testimonials to use in marketing, however they did not have a platform to quantify the benefits of using a Sitoo solution, therefore they would not proactively suggest building a business case with their customers. If a customer wanted a business case, Sitoo would generally leave it to the customer to create their own internally therefore they would relinquish any control or input that they could have.



# The Solution

In 2024, Sitoo started their Shark Finesse journey with the main users being within the sales and customer success teams. After some familiarisation sessions with a Shark Finesse consultant and utilising online resources, the team at Sitoo were ready to get started.

Some of the key benefits that they have seen since implementing a value-based selling approach using the Shark Platform include:

- Expanded reach to key decision makers within their target customers.
- Requests for additional discounts have been reduced as customers can clearly see the value Sitoo products and services deliver.
- Sellers have more confidence when selling the Sitoo product and talking to customers as the benefits are clear to see.
- So far, 11 or 12 customers moved forward with Sitoo solutions as a result of using the Shark value-based selling methodology.



We spoke with, Johan Martini, who discussed getting started with Shark:

*"My absolute first business case I did with a big retailer in Norway, and we had just implemented the Shark system. I had played around with it some, but not much.*

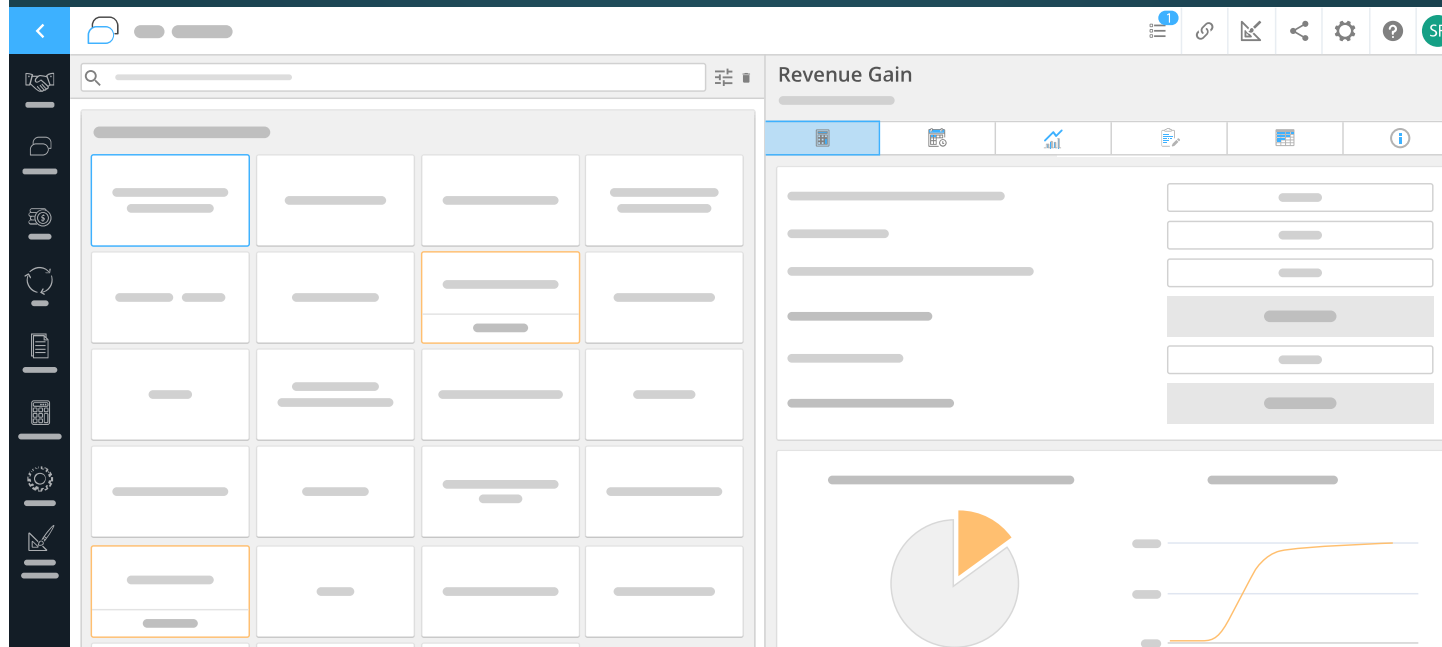
*We ended up in a situation where we were about to close the quarter, and they couldn't make a decision due to the simple fact that most of their board had gone on vacation and they weren't able to get a meeting with everyone included.*

*We said how can we solve this? We don't have the numbers. We don't have the ability to prove the actual outcome of this. And when we can't prove the outcome, we need to have a discussion within the board.*

*OK, but let's say there was a way to prove this. Could you go past your board in this case if you have the actual numbers and the backup that you needed to make this decision? Yeah, I might be able to do that.*

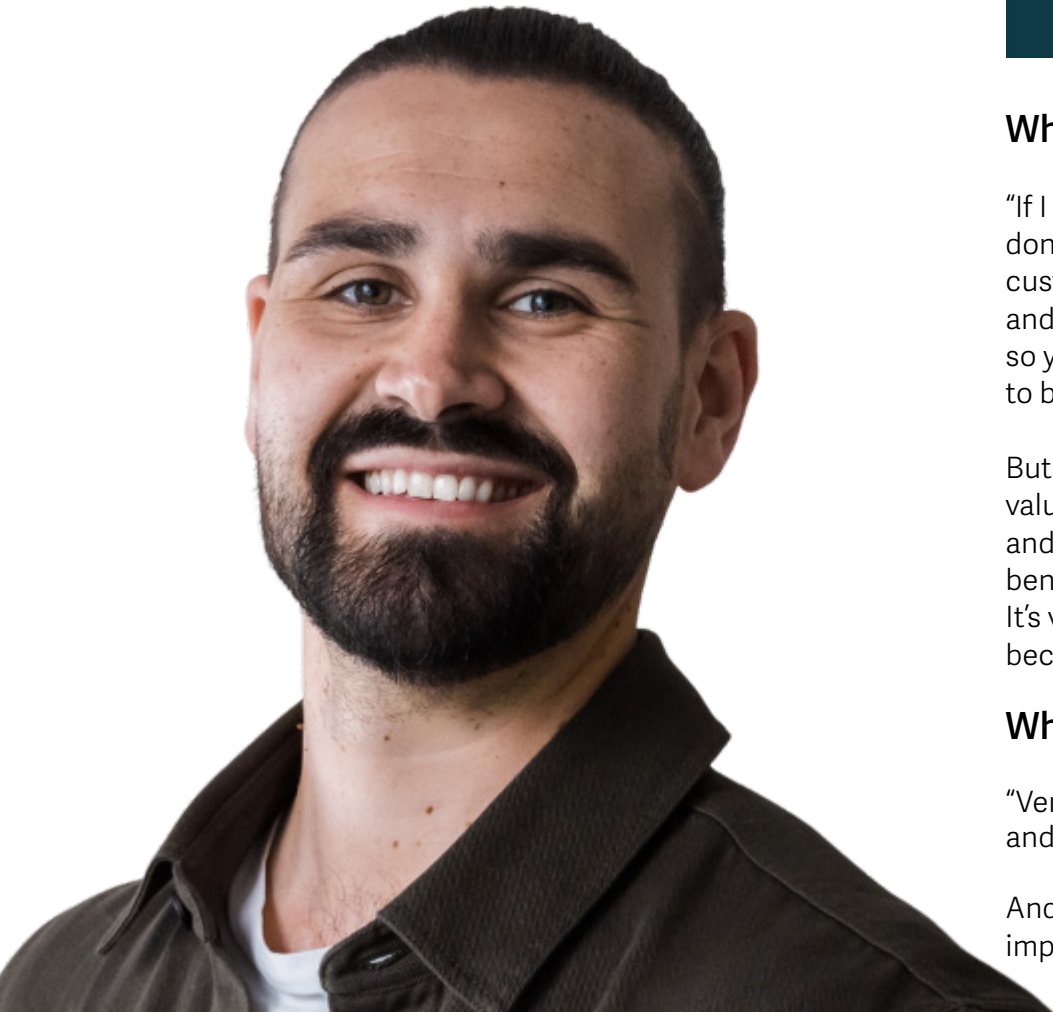
*So, we sat down, we hunkered down for at least 20 hours. And I just sat down, and I started building the first business case. I sat up all night and I was able to present this to him the next morning and we had a session validating everything. He felt OK with everything.*

*When we did, it was awesome. We ended up signing the contract after another 24 hours from that. And that was the biggest deal of last year."*





# Meet the Expert



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NAME Johan Martini

POSITION Country Director

## What is your favourite Shark Feature?

"If I can only pick one, it's the simplicity of getting the actual outputs when you're done. Just one click on the button and you have a full business case packaged for the customer. That's going to be the biggest thing, it's one thing to have the calculations and having the estimates and everything within the system, but to get that out on print so you can actually send it to your customers in a very efficient way. I'd say that's going to be the one thing.

But I also need to mention the fact that having the graphics, in terms of the benefit value over time and being able to calculate that to make everything more detailed and more realistic. I'd say that's one of the biggest values for me as well. Some of the benefits that we're looking at, it's not going to be from day one, it's going to be over time. It's very easy for me to go in and change that. It's very intuitive and that really helps because doing those validations with the customers is done within the system."

## What are the reasons you recommend Shark Finesse?

"Very, very, very simple. It will help you. It will help you uphold the price of your product and the worth of your product.

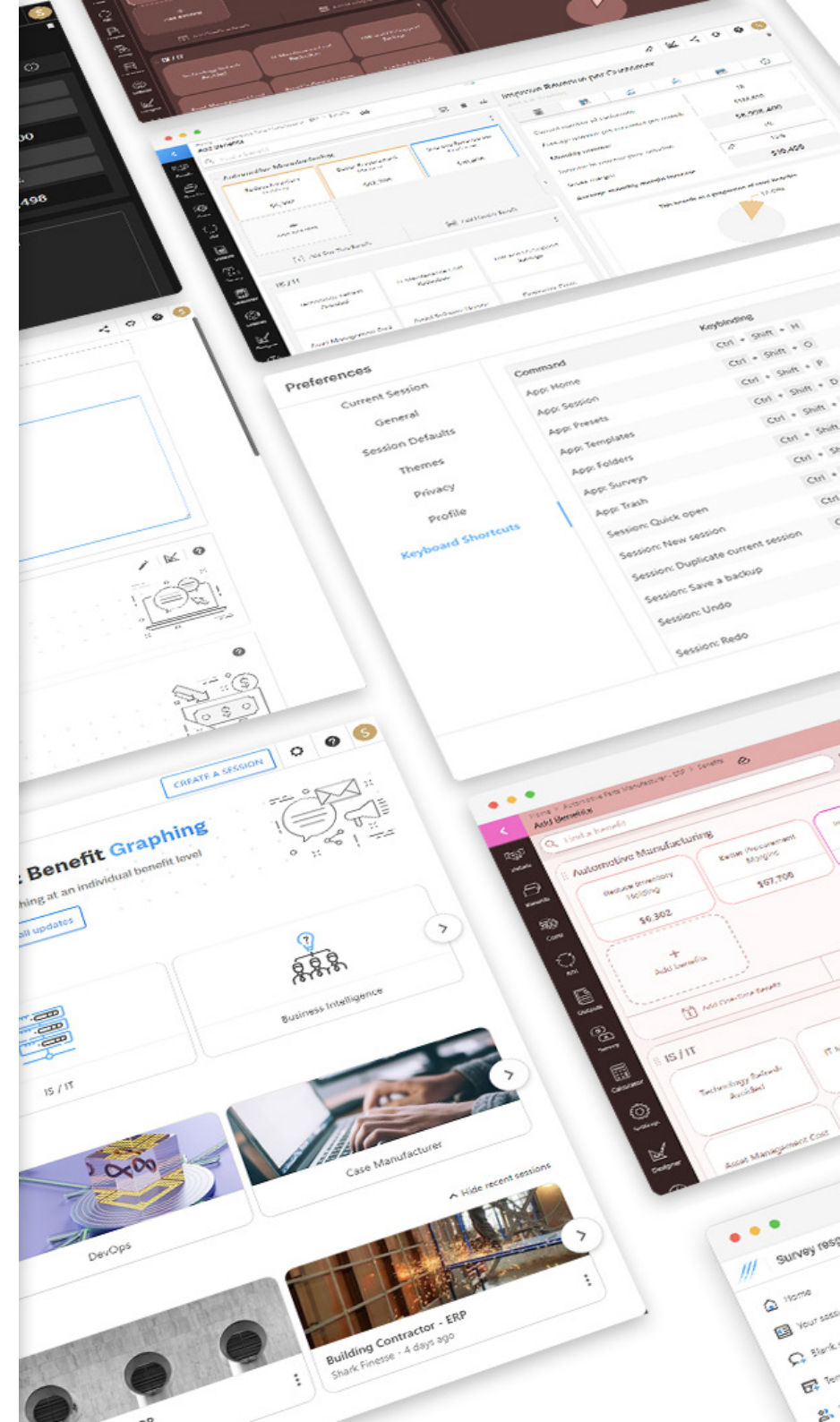
And it will also give you the opportunity to get closer to your customers and help them improve over time."

# Who are Shark Finesse?

At Shark Finesse we have developed an enterprise-grade cloud application to help businesses standardise and simplify their value engagements across the entire customer journey.

Shark, a business value engagement platform used by 1000's of customer-facing teams globally (e.g. pre-sales, sales, value teams, and customer success) is easy to use, intuitive and usable directly with the customer to negotiate the likely business returns from investing in a solution.

By adopting the Shark approach you will fundamentally transform conversations with new and existing customers, close more business, and differentiate from the competition.





[sales@sharkfinesse.com](mailto:sales@sharkfinesse.com)



+44 (0)1256 338635



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RG21 4HG  
United Kingdom



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