



## Deep customer insight showed Grundfos how to gain market share among installers in a tough market

Grundfos is a global leader in pump solutions and related services for water applications. In one product category, a competitor had spent decades becoming the undisputed market leader, making it difficult to win market share. With many internal assumptions about what drives that loyalty, Grundfos needed an outside-in view of what truly matters to installers and what it would take to shift preferences.

### When a competitor “owns” the category, deep insight makes smart moves possible

Henriette Grønning, Senior Business Development Manager at Grundfos, needed a solid decision basis to help sales leadership move from internal hypotheses pointing in different directions to clear insight into market reality. The goal was to understand what competitors do beyond the product to build loyalty, how loyal installers actually are and which levers matter most for switching, such as stronger service and support, smarter pricing and better product availability.

 We needed to understand what the competitor is doing beyond the product that creates that loyalty and get a clear picture of how to win in this market.

### Lindberg International conducted in-depth interviews across multiple countries and delivered a clear report and a walk-through with recommended commercial actions



Henriette appreciated the sparring about the optimal approach

*I had a great dialogue with the Lindberg team, and they clearly recommended in-depth qualitative interviews with real dialogue, follow-up questions and the ability to dig deeper. We already had plenty of numbers, so it mattered that we could explore the 'why' behind installer choices.*



For Henriette, the ongoing updates and focus on data quality were key

*I appreciated being kept updated, including a mid-way status, and that data quality was clearly prioritized. There was a consistent thread from interviews to analysis to recommendations, which made the results trustworthy internally.*



Henriette valued the business-focused walk-through of the results and the quick follow-up

*The walk-through of the findings was important and worked well for me because the same people who did some of the interviews also presented the conclusions. It ensured the nuances came through, and when we had follow-up questions the Lindberg team was quick to return and dive into the material again.*

## Grundfos can now pursue growth with a strong sales strategy

### Henriette sees a clearer how-to-win direction:

*"The research became a key piece in a larger commercial analysis and gave our sales leadership a much clearer "how to win" direction. It also showed that customers were less locked-in than we assumed, which helped us focus on the right moves."*

## Recommending Lindberg to other companies with a similar need?

### Henriette is more than happy to: 9 out of 10

*"I would gladly recommend Lindberg International, and for work like this I would happily use them again. The delivery was strong, the process was professional and they gave us a solid basis for making decisions."*

**Get in touch** if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **"Act with confidence"**.

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## About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

## Some of our active clients:

