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MICHELIN® TIRE CARE™ *Pirelli Cyber Fleet - Solutions to enhance your transport business* **Michelin Fleet Solutions From Selling (DOC) Michelin Group 3 | Thomas Nguyen - Academia.edu** Michelin Fleet Solutions was a good idea sought by the management after seeing the market dynamics which proved to be very favorable for such a business. Michelin was the leader in its business, but offered the product at a very expensive rate. The service market had shown good prospects in Europe but MFS could not reap them efficiently. Michelin, a worldwide leader in the tyre industry, launched in 2000 a comprehensive tyre-management solution offer for large European transportation companies, called Michelin Fleet Solutions (MFS). Michelin Fleet Solutions: From Selling Tires to Selling Kilometers | The Case Centre, for educators Sustainable Development and Mobility. The Group's societal responsibility is embodied by its Development and Sustainable Mobility strategy. This strategy aims to make Michelin one of the most innovative, responsible, and high-performing companies worldwide across all of its responsibilities: economic, environmental, social and societal.

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Case study -From selling tires to selling kilometers! Michelin launched Michelin Fleet Solutions to offer transportation companies comprehensive tyre management solutions for their fleets of vehicles over a three to five year period. 3. Practical examples -solution proposed

The reality of solutions selling is that your prospect only cares about one or two things. Present only to those challenges, only to those concerns, only to those objectives. If you do that, you're saying, "Hey, I've listened to you. I understand you. And now I'm going to arm you with the solution to those challenges."

Michelin solutions is part of the Michelin group and was established in May 2013. It currently employs around 900 people globally and is responsible for in excess of 310,000 vehicles currently

on contract. Michelin solutions is dedicated to designing, developing and commercialising solutions for fleets of trucks, buses, coaches, cars and vans.

Michelin - Case study on Michelin Fleet Solutions From ...

Case study on Michelin Fleet Solutions: From selling tires to selling kilometers Submitted to: Submitted by: Date of Submission: Introduction: Michelin, a worldwide leader in the tyre industry, launched in 2000 a comprehensive tyre- management solution offer for large European transportation companies, called Michelin Fleet Solutions (MFS).

In addition to the Michelin brand, it also owns the BFGoodrich, Kleber, Tigar, Riken, Kormoran and Uniroyal (in North America) tyre brands. Michelin is also notable for its Red and Green travel guides, its roadmaps, the Michelin stars that the Red Guide awards to restaurants for their cooking, and for its company mascot Bibendum, colloquially known as the Michelin Man.

When the Michelin Fleet Solutions project had initiated, in the starting three years, the sales force of the company had hard time to sell to the customers. The main contributing factor to this was the pricing which was based on premiums, thus, the company had failed to communicate or position the rationale behind this project, and as a result, the customers were not willing to pay such premium prices.

15 Quick Solution Selling Tips to Close More Sales

The Company established a comprehensive tire management solution model in 2000 taking them from a traditional tire seller to a service provider which offered to rent and maintain tires instead of selling them. Thus the creation of Michelin Fleet Solutions (MS-F) was born.

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Business Model Innovation: Michelin Fleet Solutions

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Case study Michelin From selling tyres to selling kilometers!

Michelin is the leader in the tire industry around the globe. Michelin launched a comprehensive tire-management solution for large European transportation companies and it was named as Michelin Fleet Solution (MFS). With this new introduction the company aimed on selling not just tires but selling kilometers.

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