



## Cotoco weeds out the competition for Nomix Enviro

### Key results

- High-value product sales increased
- Competition sidelined
- Effective and dynamic messaging for salesforce
- Confidence and proficiency boosted throughout the company
- Multi-faceted technology easily understood
- Ability to satisfy legal obligations more easily perceived

*Cotoco's Mentor24x7 Framework delivers rapid adoption of best practice and increased proficiency, underpinned by the world's largest research programme into top performing behaviours.*

### Background

Nomix Enviro supply weed control and anti-graffiti products. Their Total Droplet Control (TDC) herbicide application system is completely compliant with current legislation. Its efficiency, safety and low impact on the environment resulted in the company winning a Green Apple Award for sustainability.

In particular, the TDC system eradicates the need for the on-site mixing of chemicals – this key feature originally giving rise to the company's name.

The TDC system is also very discreet, rarely catching the attention of the public, which makes it a particularly attractive solution for local authorities.

### Challenge

Nomix has been in the weed control business for over 75 years. The business is highly seasonal, highly competitive and ring-fenced by increasingly stringent legislation.

Customers who don't understand their issues or responsibilities simply opt for the product that appears to be the cheapest. In the past this frequently excluded Nomix, even though their competitors' products had higher labour costs, lower control and poorer performance!

Further, the company suffered from 80% of its sales being achieved by 20% of its salesforce. Something had to be done.

A solution was needed as quickly as possible. Weeds are virulent for a limited period, so the solution would have to be developed rapidly if the business was to profit in the current year as well as subsequent ones.

### Solution – Mentor24x7 SME

Cotoco worked closely with Mark Phillips, MD, and Ian Samms, Regional Sales Manager, as well as many key Nomix specialists to learn the culture and products of the company and hone the critical customer messages.



## Solution (cont)

These intense research sessions enabled Cotoco to encapsulate a revised selling strategy for the company.

The next phase entailed creating compelling and memorable animations clarifying the unique and superior ways in which Nomix solutions satisfy customer needs and legal obligations.

In addition, all the information vital to the salesforce was collated and structured to maximise its accessibility and effectiveness.

The result was a Mentor24x7 Framework optimised to leverage the highly successful ways in which top performers operate within the company.

## Results

The Mentor24x7 Framework was distributed to the Nomix salesforce in a single hit so that the maximum benefit could be realised as quickly as possible. The timing was designed to coincide with the annual window of business opportunity which was very important to Nomix.

"I'm very excited by the opportunities Cotoco has opened up for us. The Framework has been very well received by our salesforce," said Mark Phillips, MD.

"The timing of the solution was perfect. I'd like to poach some of the Cotoco staff who worked on the project, but unfortunately I'm not allowed to do that."

Ian Samms, Regional Sales Manager, explained the huge lead that Mentor24x7 gave the company.

"85% of the UK's local authorities use Nomix. The Framework has given us a massive advantage in maintaining and growing this lead. In fact, it puts us way ahead because it helps customers realise they have very little choice if they want to be fully compliant with the law, as well as have a highly effective solution."

*"New legislation has clamped down on what our customers are allowed to do. Mentor24x7 explains all this perfectly, in only a few minutes, completely squeezing out the competition"*

Mark Phillips, MD

## Cotoco's impact

Cotoco has pioneered and refined a unique way of empowering companies to put winning behaviours into practice.

- Increased win rates
- Shortened sales cycles
- Less time out of the field

Our award-winning technology is used by thousands of employees throughout the world.

## Contact us

Raise your game!  
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