

Danfoss warrior avoids the crisis

“In these times when the client has a very small range of tolerance, it is of the utmost important that we always manage to exceed the expectations in service, in order to sustain our client base. Instead of focusing on new growth by seeking new accounts, we have made it our first priority to maintain our relationships with existing clients, where there are always opportunities for growth”, says Carlos Aguirre, Sales Manager, Danfoss Motion Controls in Mexico.



Carlos Aguirre, Sales Manager, Danfoss Motion Controls in Mexico.

By consolidating a base of current clients, we have also defined additional growth in areas of energy efficiency, with the primary market in water and water treatment.

The management of drinking water supply lies with the government, and we offer a complete water management system in which we can provide technology, knowledge, services, and financing.

“We have developed a leasing plan through an external expert in financial solutions. This business model,



well managed, can give us an advantage of at least two years over our competitors” says Carlos Aguirre. This is part of the “Blue Ocean” strategy.

The first projects under this model will be closed in the short-term, and in the second quarter, a strategy to penetrate the irrigation sector, which has major potential will be initiated.

In the Food & Beverage business, Danfoss Mexico instigated the theme of energy efficiency more than a year ago and the first deal was closed last year.

“In these times of cost reduction, some of our clients are putting top priority on energy savings investments, which has also allowed us to achieve important results” says Carlos Aguirre.

“Also, recently, energy reform has been authorized. Pemex, the company that controls the country’s petroleum has new technology acquisition mechanisms to optimize processes and also accelerate petroleum extraction”.

“The challenge is to drill 16,000 new wells between 2008 and 2020. We have an innovative and complete solution, the SALT technology developed by Danfoss USA. The potential for growth in the petroleum segment is very significant in the coming years”.

Carlos Aguirre firmly believes that pre-sale service to the client (order management) and post-sale service adds value for the client.

“Our sales engineers have a high competence level and the entire staff is dedicated to service – qualities that we believe we must preserve, including in these difficult economic times. We are convinced that with these strategies we will be able to make great strides in business growth in the next five years.”