

Sales at Würth

WHERE PERSONAL CONNECTIONS
MEETS DIGITAL POWER



Direct selling has always been one of our core strengths. Our field sales representatives are the central link to our customers—working in true partnership, with reliability and a strong focus on solutions.



The challenges our customers face

- Market requirements continue to rise: a shortage of skilled labor, growing complexity, increasing time pressure, and new regulatory requirements.
- At the same time, technological advances are reshaping expectations with regard to consulting and service.
- In this environment, trust matters more than ever—and that is exactly what we stand for.
- Our customers know that: **We deliver. We think ahead. We provide smart, practical solutions.**

Our sales approach: a multi-channel system with five customer contact points



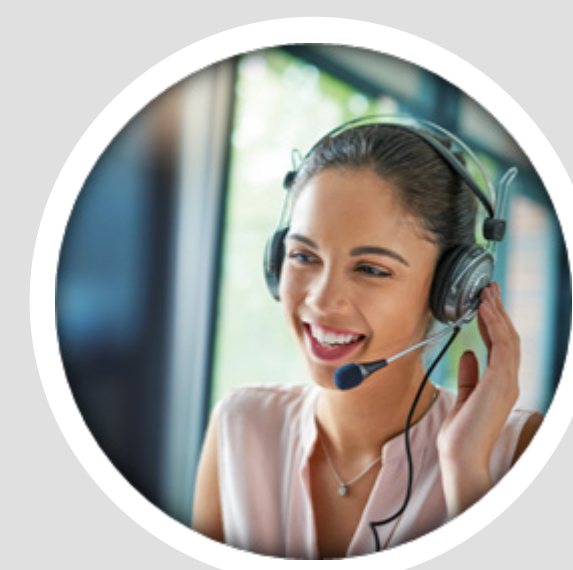
Field sales



Shops



E-business



Telesales



Digital systems

Drivers of growth at Würth

1. We actively shape technological progress and use **AI and digitalization as key growth drivers.**
2. We continuously improve our performance by equipping our employees with better information and more efficient processes so they can be even stronger partners for our customers.
3. **Technology does not replace people; it amplifies their impact.** Our field sales force becomes the catalyst of the entire system, remains our central success factor, and therefore loses none of its importance.

EXAMPLES

- Sending invoices, forwarding delivery notes—all using voice control. Our **PICO** voice and chat assistant for our field sales representatives turns travel time into productive work time.
- Our **ORSY system solutions** digitalize storage, dispensing, and replenishment. Fully automated. Transparent. AI-optimized.
- Our **specialist sales** team combines expertise, networking, and customer-focused solutions in areas such as vehicle equipment.