

ITC / SME: 15 mlns Euros

Context and goal of the project

- ✓ Current presence on the polish market via a local integrator
- ✓ No active sales actions from the local partner
- ✓ Need to access the key accounts in FMCG in Poland
- ✓ Need to boost the sales actions of the local partner and keep its support for technical integration and assistance

Support from the VALIANS INTERNATIONAL's experts

- ✓ Training of Valians' project manager on the client's solutions and sales approach
- ✓ Screening of a long list of key accounts: 100 biggest FMCG companies in Poland
- ✓ Targeting key contacts within companies: Marketing / IT / Management
- ✓ Regular phoning and mailing to each contact
- ✓ Use of Valians' adress and contact details to ensure local presence on the market
- ✓ Qualification of needs from the key accounts
- ✓ Arrangement of B2B meetings and on-site visits
- ✓ Support during negotiations
- ✓ Follow-up until finalization of orders and implementation

Results

- **Canvassing and visits of numerous key accounts in Poland (Coca-Cola, Pepsico, Nestlé, Maspex, Philip Moris, ...)**
- **Finalization of sales and coordination with the local integrator for implementation process**

Timing : 8 months

