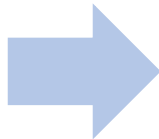


When a company expands internationally, it is essential to know the different solutions available to it and to choose the most appropriate one according to its situation: selecting a commercial partner/distributor, finding an export agent, creating a representative office or a subsidiary, recruiting its own resources, etc. All these solutions have their advantages and disadvantages. What about outsourcing the sales force, also known as "business development" or "key account management"? In which situations should it be implemented?

In which situations ?

- ✓ I am looking to boost my network and attract new customers
- ✓ I have difficulties to find a good distributor / I have little visibility on the commercial actions of my distributor and on the potential of my market.
- ✓ I would like to actively prospect potential customers / key accounts without having to invest directly in a subsidiary or a sales resource of my own at first.
- ✓ I need a local sales force and presence to build customer loyalty



Business development offers many advantages and represents a real local relay allowing you to have one or several Polish project managers on the field and directly operational to prospect, analyse the market, animate your sales, manage your key accounts and develop your customer portfolio.

The advantages

- A real local contact who represents your interests in the market
- Polish approach with local address
- Active prospection, sales animation and customer / key account follow-up
- Validation of the real market potential
- Monthly reporting and management of the commercial strategy
- Flexibility of the solution
- Limited cost compared to its own resource



Business case - retail [Poland]

CUSTOMER PROFILE

SME specialized in the marketing of beauty and make-up boxes
Customers : Supermarket distribution, selective networks, drugstores...



CONTEXT

The company wishes to boost its network, obtain new customers, develop its sales and have a local presence.

SOLUTIONS PROVIDED

- Provision of a VALIANS project manager on a part-time basis
- Active prospection of key accounts and animation of existing customers
- Phone calls, emails, visits, support for meetings and negotiations
- Follow-up of orders, management of referencing and logistics



Results

- ✓ Active prospection of over 50 key accounts
- ✓ Introduction to 5 major players for commercial negotiations
- ✓ Referencing in a major retailer in the first year resulting to a turnover increase of **600K euros**
- ✓ Setting up a sales agent for referencing with 3 new chains in year 3

Business case- industry [Poland]

CUSTOMER PROFILE

Company specialized in the manufacturing of industrial components.
Priority sectors : electrical, sanitary, railway, household appliances, automotive, lighting, electronics, heavy industry.

CONTEXT

The objective is to identify and approach potential customers for the company's offer and to develop its sales in Poland.

SOLUTIONS PROVIDED

- Creation of a database of 450 contacts organized by sector of activity
- Contact with all these targets (by email, telephone or LinkedIn)
- Follow-up with the customers

Results

- ✓ 20 physical meetings conducted over **3 sales trips**
- ✓ 12 online appointments with potential customers
- ✓ 70 quotation requests
- ✓ **6 customers placed orders**

Contact us for more information

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