

The team for your sales expansion in Europe

■ Case study A

A US software company, market leader in Enterprise Supplier Management technology for global corporations, has decided to expand to France but with an optimized investment in resources and staff. The company had a good client base across several industry sectors in the US and in the UK.

The Challenge

The management team decided to try and enter the French market in an effort to create new revenue stream to bolster the overall profitability of the company. The company felt the market in France has a promising potential but recognized they needed an active Marketing and Sales team based in France. Members of the UK sales team had no contacts in the major French large enterprises. In any case the UK head count was reduced to the minimum and so no individual could be spared to concentrate solely on this new, largely unknown territory. The high costs of permanently setting up an office in a market such as France with new staff, a lack of market knowledge and with no idea as to whether things would work out, meant that this client was very keen to outsource the sales function with the comfort of a clear exit strategy.

The Solution

Our services were an easy and smart choice for this client with its low-cost route to immediate market visibility in the French market. Our sales team was proactive in developing an understanding of our clients' business, product and service offerings and key value propositions.

In the business plan we proposed, we identified a list of target accounts where the solution could be proposed and we committed on winning these opportunities.

The Results

- We secured 5 major contracts within 12 months worth nearly USD \$2 million.
- We successfully created a market for our client in France, providing them with the commercial justification to make a long-term, strategic commitment to the market. After 2 years, this company did setup an entity in France, before getting acquired by Ariba and SAP

■ Case study B

This US IT company specialising in Electronic Component Supply Chain software and solutions for all sectors using Electronic parts (OEMs, Contract Manufacturers for Defense, Aerospace, Transport, Telecommunications, Medical Device Industry, Automotive), is present worldwide but not in France.

The Challenge

The company has enjoyed some success and several client wins in France from abroad. They recognized the potential for their products and services in the French market. Despite a well established sales team based in UK, this company could not increase significantly the sales volume in France. This company had tried to expand in France through pure resellers in the past but could not achieve any significant success.

The Solution

We proposed to represent the client with a sales and technical team dedicated to expand its customer base. Working as an extension of our client's existing global sales force, we used a direct field-based selling approach to execute the entire sales cycle. We were responsible for finding our own leads, carrying out background research on suspects, qualifying opportunities, attending client meetings, delivering technical presentations, negotiating contracts and chasing payments.

The Results

- Within the first three months we secured the renewal revenue from the existing customers and we increased the pipeline by 2
- Within 6 months, we were able to bring in a revenue of new sales over USD 350,000
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The Benefits for these companies

- A quick setup of their sales operations in the European market
- Important savings compared to the option of opening their own subsidiaries
- Revenue in line with the expectations