

Business Development & Sales

Business development and sales are two closely related functions that aim to drive the growth and success of a company. Accordingly, we work with the client on the project in a holistic approach, so that the future sales orientation and in connection with the current sales status, is successfully expanded. Many years of experience in building up markets in the DACH region and Europe guarantee a successful implementation with the following approach:

1. market analysis and target definition:

- Conduct thorough market analysis, understand current trends, competitors, customer needs and potential.
- Define clear goals for business development and sales, e.g. increase in turnover, customer acquisition, market expansion, sector expansion, etc.

2. strategy development:

- Develop comprehensive business and sales strategy based on identified market opportunities and objectives.
- Define unique selling propositions and competitive advantages (USP) to differentiate from other companies.
- Define potential target customers in conjunction with a segmentation strategy so that resources are used effectively.

3. business partnerships and network building:

- Identify potential strategic partnerships, joint ventures or sales collaborations with distributors to expand sales.
- Implement and continuously build a strong network of contacts, industry associations and experts, and opinion leaders to identify opportunities to raise the company's profile.

4. product and service development:

- Review and ensure that the product portfolio and services meet the needs and requirements of customers and business partners and are developed holistically.
- Continuously ensure innovation and improvement processes to maintain competitiveness and increase new customer acquisition.

5. sales and marketing activities:

- Establish sales and marketing plan, engage different channels and tactics to target potential customers and generate sales/distribution.
- Establish and expand digital marketing strategies such as social media, search engine optimisation, content marketing and email marketing to increase reach.
- Continuous training and education Building and expanding the sales team, equipping them with the skills and knowledge of the company and sales culture to win and retain customers in the long term.

6. customer relationship management:

- Build long-term relationships with customers by providing them with excellent customer service.
- If not in place, implementing a Customer Relationship Management (CRM) system to track customer information, understand their needs and create personalised offers is of utmost importance.

7. measurement and improvement:

- Clearly define key performance indicators (KPIs) and adjust them as needed to measure success in business development and sales activities.
- Regularly analyse KPI results, identify weaknesses and initiate possible actions for continuous improvement.