

Sales & Business Development



We help clients in selling their products and services overseas and in India. Based on our experience and network, we have developed a methodology that enables us to quickly penetrate the market, adapt to different business models and get a quick market response.

This methodology follows **two steps**:

Stage I – Market Understanding

- ✚ Understand major trends and competitive environment
- ✚ Identify target market segments, strategic partners and prospective clients
- ✚ Prepare, select and update the relevant marketing tools (approach letter, corporate and product/service description) in the relevant languages of the targeted markets and lead generation
- ✚ Find the optimal and fastest way to penetrate these segments

Stage II – Market Penetration

- ✚ Establish initial contacts with the relevant decisions makers
- ✚ Organize road-shows and participate in trade fairs with qualified targets and provide follow-up support
- ✚ Act as informal “sensor” in order to get market feedback
- ✚ Generate revenues based on sales cycle

Our cycle of involvement with clients continues until a local business infrastructure has been established to support the business, through to the initiation of strategic sales. We will provide complete transition support and also undertake activities which the client wants us to retain.