

# COLUMDAE

## Account Management Services

June 2018



Member



Evaluated Consultant

## QUICK OVERVIEW

- Columdae can give you long-term help with developing sales in our markets (Nordics, Germany, France, Italy, Turkey, South Korea)
- Columdae will generate new business, consolidating and developing sales opportunities
- Columdae can contact customers, sales partners, and other relevant stakeholders on your behalf on a regular basis



# TYPICAL PROBLEMS WITH SALES DEVELOPMENT

- Sales leads (especially relevant contact persons) are difficult to find
- Known sales leads are too numerous to follow up efficiently
- Known sales leads do not reply to emails
- Sales leads, when reached, seem not very keen on cooperation
- Sales leads talk about “problems with local regulations” etc. but do not elaborate



## ... THAT ACCOUNT MANAGEMENT SOLVES!

- Columdae knows the market and companies
  - Columdae means extra workforce for contacting
  - Columdae can email and phone sales leads in local language and thus increase response rate
  - Columdae can find out any obstacles to sales and suggest solutions
  - Columdae can contact other relevant stakeholders too to realize sales
- > Thus we save your time and money



# THE PROCESS

## *Proposal Stage*

Definition of companies to be contacted for the Client



Pre-research and detailed proposal to the Client

Client approval



## *Execution Stage*

Finding and contacting companies



Reporting to the Client



Max. 3 weeks

Min. 12 weeks

# INSTANT REPORTING

- Columdae delivers all urgent information to the Client, and responses to the sales lead, instantly
- Urgent information includes requests for quotation, information requests, setting up Skype conferences, meeting booking for business trips etc.



## MONTHLY REPORTING

- Includes all companies that Columdae contacted for the Client, with urgent and non-urgent information
- Gives basic information of the companies and their responses, with easy to understand colour coding (green = current sales potential; yellow = sales potential in near future; red = no sales potential at all)
- In copy and data transfer friendly MS Excel format



# MONTHLY REPORT SAMPLE (zoom to view)

Company	Address	Phone	Email	Contact	Web page	Sector	Turnover EUR	Activity January 2018	Activity February 2018
<b>Augtec SAS</b>	Rue de Reims 7, FR-34567 Roissy	+33 78 254 2221 43	<a href="mailto:caugustin@augtec.fr">caugustin@augtec.fr</a>	Ms. Celine Augustin, CEO	<a href="http://www.augtec.fr">www.augtec.fr</a>	Electrical installation products and lighting	7,907,000	Contacted several times by phone and email	Interested, asked for a quotation. Columdae delivered details to the Client instantly, and forwarded ready quotation to the company.
<b>Lumi Tec SAS</b>	Rue Chateaubriand 72, FR-78231 Versailles	+33 51 198 3254	<a href="mailto:Marcel.dupont@lumitec.fr">Marcel.dupont@lumitec.fr</a>	Mr. Marcel Dupont, CEO	<a href="http://www.lumitec.fr">www.lumitec.fr</a>	Electrical installation products and lighting	4,345,000	Interested but at the moment has no need. However, Columdae was requested to contact him again in May in order to see the situation again. In the meantime, the Client should familiarize themselves with new government regulations regarding the product (supplied by Mr. Dupont and forwarded by Columdae to the client)	
<b>Berry Tec SA</b>	Rue de la Republique 12, FR-23456 Fontainebleau	+33 10 768 7060 21	<a href="mailto:jberry@berrytec.fr">jberry@berrytec.fr</a>	Mr. Jacques Berry, CEO	<a href="http://www.berrytec.fr">www.berrytec.fr</a>	Electrical installation products and lighting	8,932,000	This product is not relevant for them at all.	
<b>Occitec S.</b>	Place Charles de Gaulle 2, FR- 12345 Villeneuve	+33 50 387 5980 12	<a href="mailto:afoucault@occitec.fr">afoucault@occitec.fr</a>	Dr. Andre Foucault, CEO	<a href="http://www.occitec.fr">www.occitec.fr</a>	Electrical installation products and lighting	7,899,000	Contacted several times by email and phone	Reached colleague, was told that Dr. Foucault is very busy this month, travelling to trade fairs etc. Columdae was ask to contact him again after 6 March.



## REFERENCES



Columdae has provided this service to the Italian foundry Zanardi in Nordic countries and the US since 2017.

This helped Zanardi find new potential customers and grow business with existing ones in a very cost-efficient way.

