

Industrial sector – SME 20 Mlns Euros

Context and goal of the project

- ✓ Existing distributor but ineffective with low level of sales in Poland
- ✓ Polish market historically treated by opportunity with little visibility on the market
- ✓ No knowledge of other market players
- ✓ Importance of finding a new distributor capable of highlighting the performance of technical products for a long-term partnership

Support from the VALIANS INTERNATIONAL's experts

- ✓ Accurate specifications of partners with evaluation criteria
- ✓ Screening of a first list of distributors with grid north - south Poland
- ✓ Approach and qualification of distributors - priority South Poland
- ✓ Arrangement of B2B meetings with selected distributors
- ✓ Accompaniment by the consultant during meetings and support (translations and negotiations, cultural and business approach)
- ✓ Follow-up of contacts and first orders
- ✓ Extension of the approach to Northern Poland

Results

- Selection of 2 distributors for setting up partnerships
- 1st orders made within 1 month
- Complete visibility of all market players and adaptation of business strategy

Timing: 5 months

