

BDG SALES PROCESS®

Professional sales with passion and methodology in the German market!



Preparation

Tools

Target
groups

Targets

Sales
Campaign

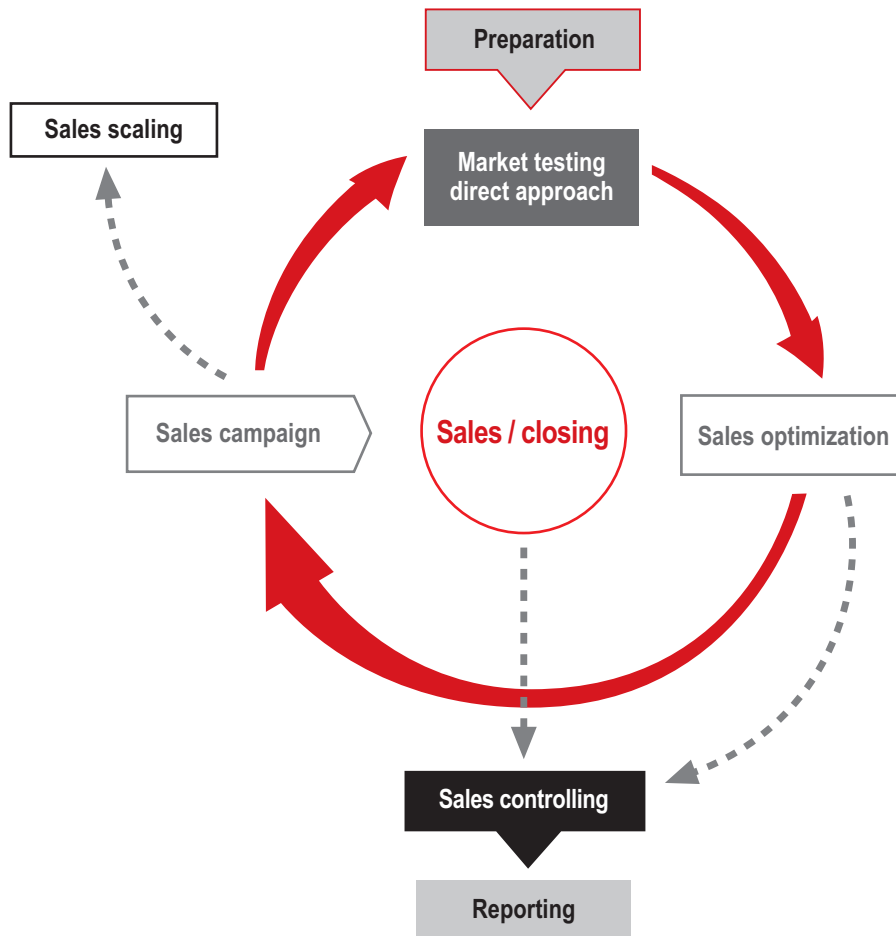


ELEMENTS



Based on our experience, we have developed a process that ensures a thorough approach and good sales results:





We know that successful sales are one of the most important objectives of every market expansion and often the core starting point. Based on this knowledge, and because we are dedicated to the achievement of your sales success on the German market, we have developed a **sales method** that is based on pure pragmatism and the consequent striving for success (see left side).

Based on this method we have conducted many projects on the German market and have thereby helped a lot of companies to achieve the desired results.

This self-learning sales cycle is developed to **grow and enlarge your sales**, after a first / initial sales package(s). The first package is usually a fixed number of tagerts that we contact. Hereinafter all results are anlyzed; leads and knowledge extracted (see 2nd page).

Once this is established, we offer to continue your sales representation in Germany. This secures both **ongoing optimization** and steady generation of leads and clients in Germany.

The details of the sales methodology is explained in a personal meeting and of course adjusted to individual needs of your project.

ABOUT US



BDG is a performative sales partner in Germany! With 15+ years of experience in this field, we know what it takes to achieve successful sales. We are experts in building sales strategies, defining lead processes and finding the right people and opening their doors!

BDG Team. Sales is about people and passion. We have a team of top professionals that are fully dedicated to their assignments and love what they do!

BDG References. BDG has assisted numerous companies and entrepreneurs on the German market and continues to do so. Rely on our professionalism that is based on success-orientation and a high degree of dedication.

BDG Quality. As a DIN ISO 9001:2015 certified and regularly audited company, we have a natural interest in continuous improvement of our quality.



Thim Werner,
Managing Director



Ute Janssen
Senior Communication & Sales



Martina Mantei-Bellinghen
Senior Communication & Sales



Annika Lauer,
Consultant



Matthias Hansen,
Sales & Recruitment



Dr. Carsten Schröder,
Engineering & Sourcing

FRAME CONDITIONS FOR THE BDG SALES PROCESS®



Costs

The standard costs for a sales process start at 5,000 EUR and can vary from project to project, this also depends on the complexity and/or the number of companies to contact etc. We can offer this both as a **one-off project** for a certain number of companies to contact or time, but also as an **ongoing sales-process** that stretches over several months or even a year.

Reporting

We use the Excel spreadsheet with the researched candidates as a reporting tool and implement all relevant information gained through the contacting process and also use this to record client comments and specific requirements. Mostly the list will have recommendations and details that are of value when going into meetings and negotiations. The same list will be used for the end-result of the project, which is the shortlist.

Timeline

A sales process should in general not be rushed. We usually recommend a time-line of approximately 3 months, but in some cases we also offer ongoing sales processes.

Quality

BDG is known to be transparent and to walk the extra mile. Our sales process, as well as our whole company is completely certified according to the strict **DIN ISO 9001:2015** requirements; quality is part of our DNA.





**Your sales experts for the
German market.**

Headquarters

Viktoria-Luise-Platz 7
10777 Berlin / Germany

Service Team Cologne

Post office box 13 01 35
50495 Cologne / Germany

Phone.: + 49 (0)221 - 64 00 90 80

Telefax: + 49 (0)221 - 64 00 90 89

Email: info@businessdevelopmentgermany.com

Web: www.businessdevelopmentgermany.com

WE SUPPORT



Since 2018 bdg Consulting GmbH has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.