



business
development
germany

BDG SALES PROCESS®

Professional sales with passion and methodology in
the German market.

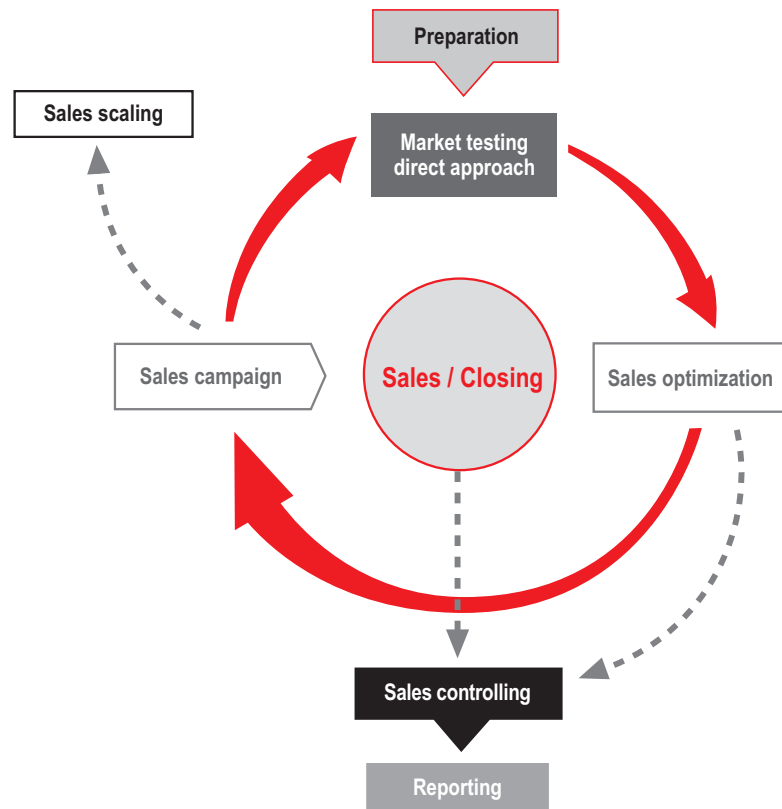


ELEMENTS

Based on vast project experience, BDG has developed a sales methodology which ensures excellent results and has a great impact when entering the German market. The following is only an excerpt of the whole process:



ONGOING SALES



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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 diagram).

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 an initial sales package. The first package is usually a fixed number of tagerts that we contact. Hereinafter all results are analysed resulting in 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 the individual needs of your project.

ABOUT US



BDG is a performative sales partner in Germany With 18+ 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, 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. Our professionalism is based on success 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



Dr. Carsten Schröder,
Senior Consultant



Annika Lauer,
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FRAME CONDITIONS FOR THE BDG SALES PROCESS®



Costs

The standard costs for a sales process start at € 15,000 and vary depending on individual specifications.

The process can be offered both as **one-off** or an **ongoing sales process** stretching over several months or years.

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.

Reporting

Our excellent reporting tools allow a variety of exports, overviews and status information. We like to keep things relevant and combine generic data with senior sales insights.

Timeline

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



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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.

**Your Sales Experts for the
German Market.**

