

International Sales Team on Request



About us

Your sales team for German markets

Every market must be handled in a different manner. We help our clients to sell their products successfully in German markets. We offer a comprehensive range of services to create a professional sales and service plan to approach clients located in Germany and then we can work with you to put this plan into practice within Germany.

Qui Deutschland is an ideal partner for small and medium sized companies.

Our advisory services are tailored to our individual client needs. We make it possible for your company to grow in the German market in submitting you an individual offer tailored to your specific needs.

Development of a new market, enlargement of your client network, reactivation of older contacts, handling of present clients and creation of new marketing strategies adapted for the German market.

How to act successfully in Germany?

Our extensive experience and professional knowledge of business culture, sales and marketing on both the German and Italian markets offers to you a huge portfolio of solutions for your company. This experience is based on our consultants living, working and running businesses in both countries.

Qui Deutschland helps clients to:

- ...compensate for the missing know-how of internal staff
- ...help out in an emergency business situation at short notice
- ...structure successfully the business development and growth in a defined period of time.

International Sales

Acquisition of new international clients

“We urgently need new clients, otherwise we have to close the business” This phrase is often heard by us from our clients.

How we find new clients for you?

Analysis of the market situation and possibilities therein

Definition of potential clients

Determination of the market demands and the supporting sales arguments of your products

Making first contact with new clients

Filtering of clients and ranking them

Assessing Offers / contracts

Customer relationship management

The successful management of relationships with your customers remains critical to ensuring a long term, and mutually profitable working partnership.

We believe that understanding the changing requirements of your customer, and providing optimal levels of service, are key to maintaining a high level of client retention and identifying further areas of developmental potential.

1. Customer surveys
2. Up selling
3. Cross selling
4. Retailer service
5. Claim management

EXPORT MANAGER ON REQUEST: International business development

We offer a sales specialist, who has a working insight of your company to support you and your staff to create or enlarge foreign markets. Thanks to market researches, address-management and marketing, we help you to attract new business abroad and with that increases in business turnover.

- Analyses of the situation
- Market research of the desired market
- Definition of the target
- Planning
- First phase of acquisition
- Construction of the possibilities in the foreign market
- Second phase of acquisition, use of all possible sales and marketing activities.

Customer Service

The sales department should be able to handle the foreign customer with the necessary adaptations to their business culture. The knowledge of the language is no guarantee for a long-term success of the company, the knowledge of the mentality and work mania in the relevant country are often the decisive factors for the conclusion of an agreement.

On the one hand we offer the possibility to replace staff for a defined period of time, on the other hand based on our experience we create a better structural basis to improve the communication between you and your foreign clients.

- Offers, dealing with price-lists
- Interface of company and customer
- Contact with suppliers and representatives abroad
- Order processing
- Customer care on trade fairs

Internationales Marketing

“Marketing costs a lot of money without seeing any result!” is the attitude of some small and medium sized companies seated in Italy. So why is marketing useful?

Marketing improves the communication between company and customer.

Marketing helps to find out the needs of the clients.

Marketing analyses the competitors and helps to find the convincing sales arguments.

Marketing shows to market that your company or your products exists.

Marketing helps to make out trends and needs of the market.

International marketing involves planning, coordinating and controlling, all geared to foreign markets, marketing activities, particularly with regard to different requirements, needs and habits of customers.

Analyses of the market

- Positioning and competitor analysis
- Creation of a company image
- Market research and feasibility study
- Seminars of International Marketing
- Organisation of Events and congresses

International Communication – Public relations

Even with a low financial effort it is possible to achieve acceptable results. For successful sales it can be important to make your products known by the relevant press of the sector. Professionalism, staying power, and above all continuity is requested to place press releases with success. Usually small sized companies don't have the capacity for constant activity towards the press.



- Choice of the relevant professional magazines of the sector
- Regularly contact to the press to attract attention
- Support for drafting press releases

International Accounts

In times of crises the liquidity of a company becomes more important, in particular because you never know if the customer is economically viable. The more reminders a late payer gets the quicker he will pay the open amount.

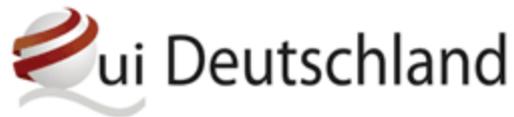
The kind of reminding clients depends strongly of the culture and the mentality of the relevant country; without knowledge of local habits of reminding open payments the risk is high to never getting paid.

Overdue notification is a very delicate matter and we offer the right advice and tone to get paid and at the same time to don't lose the customer.

Coaching – Fit for the foreign costumers

Learn more about people and country, their business and social cultures and norms.

We help you to adapt the communication towards your foreign costumer in the field of negotiations, emails, phone-calls and letters to let them feel well looked after.



International Sales Team on Request

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