

Outsourcing the sales function

"Skill at creating, exploiting, and exiting crucial alliances beats ownership of fixed assets."

Tom Peters

The fastest and most cost-effective approach to:

- increasing sales
- expanding territory coverage
- achieving sales accountability

Dipl.-Kfm.

Sebastian Naumann

CEO, Inline Sales GmbH

Sales Operation Center Central- & Eastern Europe



Agenda

- Mission Statement
- Sales and Marketing Outsourcing
- Corporate
- Core Competence
- Success Factors
- References

Mission / Vision

Mission

Our mission is to significantly improve the revenue and market share of our clients

Values

- Passion
- Integrity
- Professionalism
- Reliability
- Realism

Success factors

- Sales as a tangible/product
 - as a project
 - fixed deliverables
 - simple process
- Focus on sales
- Cover all industries
- A place where sales professionals want to work
- **We act on behalf of our customers**

Why Outsourcing?

Top 5 reasons for outsourcing

1. Increased flexibility
2. Synergy effects
3. Need to focus on core business
4. Improve service
5. Knowledge of outsourcing organisation

FH Worms; Prof Dr de Zoeten; April 2006

Top 5 tasks

1. Winning new clients
2. Lead generation
3. Market knowledge
4. Contract negotiation
5. Proposal management

FH Worms; Prof Dr de Zoeten



Benefits of Outsourcing



Benefits

- Professional support
- Access to partner networks
- Industry knowledge
- Calculable costs of the sales function
- Increased flexibility
- Improved customer service
- Perfect entry into new markets
- Increase number of sales people without increasing head-count
- Reduced disruption of current processes
- Reduced risk of investment
- Fast implementation (sometimes without need to get approval from different departments)
- Support of under-performing internal sales units



Core Competence

Inline offers modular sales tools to generate ...

- **Sales**
- **Revenue**
- **Market Share**
- **Business Development**



Key Success

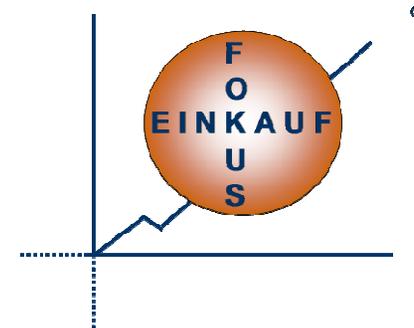
Inline offers all tools for sales success

- Marketing – **public relations, press release, brochures, localized information, homepage, collateral, pricing**
- Market access – **branches, customers, partners**
- Market know how – **process knowledge, communication expertise, business development approach**
- Internationalization – **one company – most markets, coverage of Europe, America, Middle East and Asia, localized market knowledge through local offices**

Sales Enhancement

Inline generates competitive advantages

- Sales Process – focussing on essential interfaces to the customer intensify the relationship
- Focal point purchasing
 - knowledge about organization and targets of customer's purchasing and procurement opens sales potentials
 - sustainable consideration of procurement interests strengthen the own negotiation position
 - sales activities leads into a significant increase of successful acquisitions
- Fokus Einkauf – a concept to meet customer needs better



Benefits

Inline offers three key benefits

- **Cost-effective – monthly sales operating costs reduced by up to 70% while removing the inefficiencies in the day-to-day sales activity**
- **Faster Sales – Inline’s *Speed to Sales*[™] methodology maps services to your specific technology, market approach and stage of company**
- **Accountability – flexibility to control costs, risks and upside potential through continuous feedback and fine-tuning of your sales-plan deliverables in set increments**



Our Core Service Areas

Over 250 sales professionals

Sales Outsourcing



- Field sales
- Sales Process Design
- Test selling
- Sales Admin
- Sales Team development
- New ideas
- Indirect Sales

Lead Generation & Telesales



- Appointment booking
- Lead generation
- Telesales
- Account profiling
- Data Services
- Customer Contact
- Market Research
- Customer satisfaction

Training & Coaching



- Sales trainings
- Marketing trainings
- Business develop. Seminars
- Sales Coaching
- Personal Coaching

Sales Process



- Value Proposition
- Sales messaging
- Sales channels
- Sales plan
- Sales Process
- Pricing
- Market differentiators
- Sales pack

Our Core Business Contacts

Corporates/Endcustomers

- ▶ Top 1.500 Key Accounts (DAX, MDAX)
- ▶ Small & Medium sized Companies
- ▶ **Database: 10.000 qualified records for Germany, Austria & Switzerland**

Partners

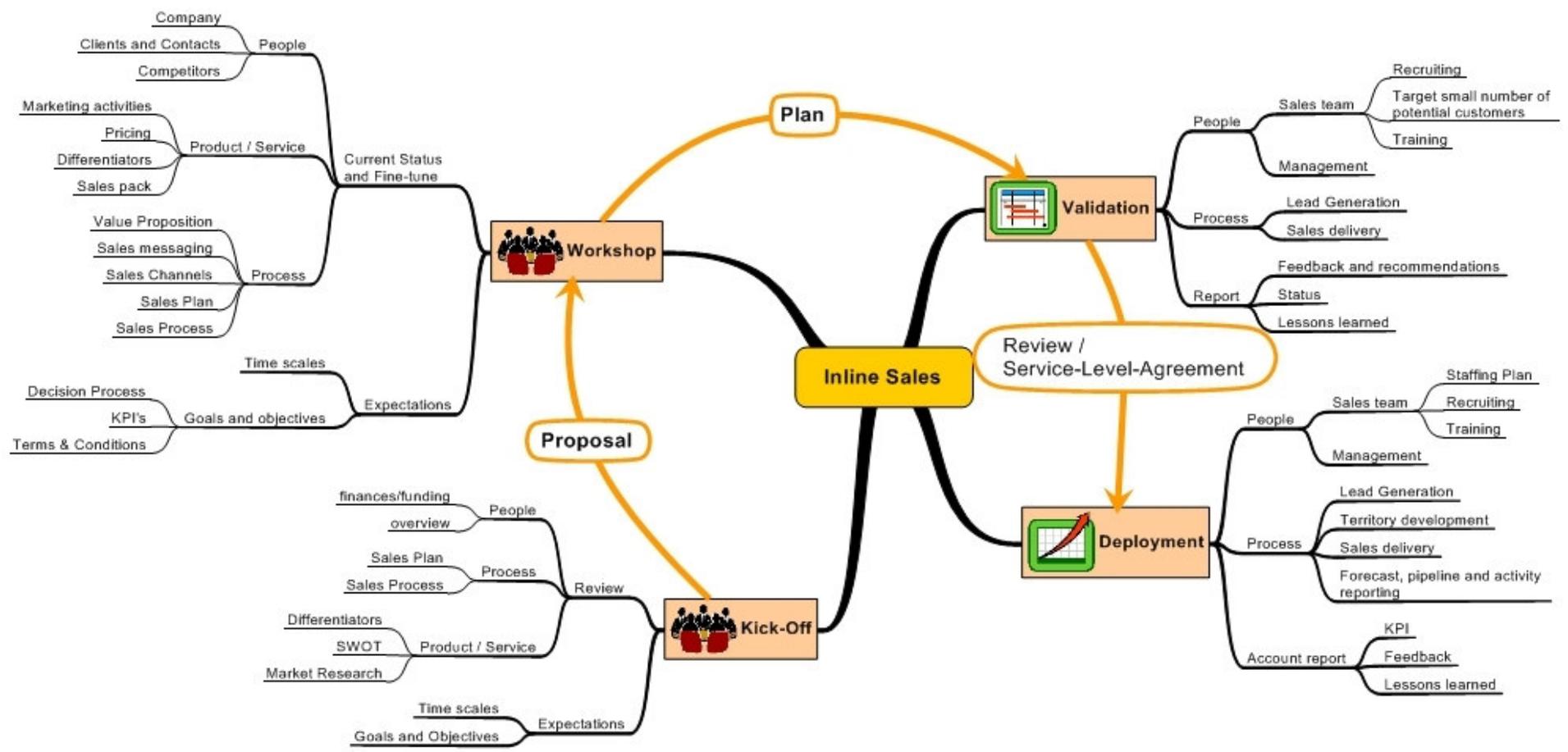
- ▶ Distributors, Retailers
- ▶ Reseller
- ▶ ISP/ASP/Telco
- ▶ Consulting Companies
- ▶ System Integrators
- ▶ Multimedia Agencies
- ▶ ISVs
- ▶ **Database: 9.500 qualified records for Germany, Austria & Switzerland**

Core Industry Know-How

Industries with high-level contacts

- 
- **Automotive**
 - **Banking, Finance, Insurance**
 - **Chemicals, Pharmacy**
 - **Consumer Goods**
 - **Fashion**
 - **Food**
 - **High Tech**
 - **Media**
 - **Public Sector**
 - **Retail**
 - **Telecommunications**

Speed-To-Sales Methodology



Inline Sales International Group



Miami, USA



Valencia, Spain



Paris, France



London, UK



Munich, Germany



Hannover, Germany



Vienna, Austria



Moscow, Russia



Sofia, Bulgaria



Prague, Czech



Shenzhen, China



Poznan, Poland



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Corporate successes

Inline Sales internal success

- profitable since foundation
- privately held by founders
- annually average growth rate of over 50 percent
- international setup
- satisfied customers
- potential partners



Selected References

IT / Telco	Service	Produktion	Finance	Media	Retail
        	       	         	       	         	        

Weitere Ausgewählte Referenzen



Information & Telekommunikation



Selected Contacts & Partners



Successful connection of business and politics



Bundesministerium
für Wirtschaft
und Technologie



Bayerisches Staatsministerium
für Wirtschaft, Infrastruktur,
Verkehr und Technologie

Bitkom
Servicegesellschaft mbH



wiw east europe



GENERALKONSULAT DER REPUBLIK UNGARN
MÜNCHEN, DEUTSCHLAND



United States of America
Department of Commerce

THE MINISTRY OF ECONOMY
OF THE SLOVAK REPUBLIC

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Ministry of Foreign Affairs Czech Republic

Bulgarische Handelsvertretung am
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