



# BUSINESS STRATEGY

Pragmatic Sales Solutions *NICOLAS FLUDER*

Delivering high levels of expertise with  
Pragmatic Sales Solutions – across the globe

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## BUSINESS ACTIVITIES & MARKETING

- ✓ Establishing and assisting your **marketing activities** through tradeshows, working on your social selling
- ✓ **Outsourcing your sales operations** to manage your pipeline, leads, emailing, cold calls, business meetings, RFI (Request for Information), RFP (Request for Prices), KPI (Key performance Indicators), SOP (Standard Operating Procedures) and ROI (Return On Investment). Expanding your business network relationships
- ✓ Launching your **new business development** using fundamental sales tools to clinch new deals and maintaining existing clients. End-to-end solutions for your whole cycle of sales
- ✓ Providing **key steps** to prepare for your successful negotiations in meetings and follow-ups until the deal is signed
- ✓ Supporting the **launch of your new services** or products to gain new clients and to find a profitable markets globally
- ✓ Organizing your **CRM**, such as Salesforce or Oracle. Developing your processes and procedures to maximize the volume of your opportunities and leads



## BUSINESS STRATEGIES, PLANS & MODELS

- ✓ Presenting **tailor-made strategies** for long term growth, whether services or products
- ✓ Generating appropriate **frameworks and guidelines** for your business
- ✓ Defining **customized business visions** with financial predictions and timelines
- ✓ Working on your **Visibility, Credibility and Expertise** regarding your market to obtain Client Trust



## KEY FACTORS FOR SUCCESSFUL AND LONG TERM BUSINESS :

- ✓ **Visibility** : Establishing new networks in various tradeshows, events to generate new leads and create your pipeline. Connecting and working with your future decision makers. *"Creating your future sales"*
- ✓ **Expertise** : Building your Unique Selling Proposition (USP Model) to stand out in your market. Working on your uniqueness to be the leader in your field. The USP Model will differentiate your solutions and products from your main competitors in order to become an expert in the market. *"Consolidating your foundation in the market"*
- ✓ **Credibility** : Organizing conferences within specific clusters and associations in your sales sectors with your experts. This enhances and strengthens your reliability in your market. *"Reinforcing reliability for your prospects"*