

Business Development Step by Step



FOREWORD

● **The goal of GALIXIA is to ensure that your financial efforts will be paid in return by successes on the French market.**

● **Your company can progress with caution:**

- ✓ **You enter step by steps on the French market.**
- ✓ **You spend money only for goals we believe you can reach.**

● **For each phase your company will be in full control:**

- ✓ **To check the work of Galixia**
- ✓ **To analyze market information**
- ✓ **To refine the commercial strategy**

● **At the end of each phase, you capitalize your efforts:**

- ✓ **The work already carried is your property.**

Based on our long experience we have developed a methodology of prospection in 4 phases.



METHODOLOGY

● Our methodology follows 4 Phases:

● Phase 1: (1 month):

“Commercial pre-analysis” of your positioning, weaknesses and strengths. **Write out a “Preliminary Mission Order” synthesizing the above, and defining types of companies to be contacted & actions to be carried out.**

● Phase 2: (2 to 4 months):

Implement the “Test of Sales Action” to validate the efficiency and attractiveness of your commercial offer, collect and analyze the return of information from the market. **Write out a “ Standard Mission Order” synthesizing the above and defining the strategy to be implemented to develop your business activities.**

● Phase 3: (6 to 12 months renewable)

Implement the “Commercial Mission Order”, to pursue commercial effort, report activities and results on a monthly basis, synthesize and extrapolate potential return for a long term effort. **Write out a “Contractual Mission Order”**

● Phase 4: (Undetermined)

The financial autonomy on the French market is reached



Phase 1: Commercial Pre-Analysis

GOALS:

During this phase we will read your documents and discuss with you to understand well your company culture, your organization, your potential, your long term goals, your strategy, your capabilities, your products, your mix marketing in order to identify:

- 1) Competitive advantages of your offer
- 2) Weaknesses (if any) in your company

At the end of this phase we issue a "Preliminary Mission Order", and defining types of companies to be contacted & actions to be carried out.

DURATION:

1 month

COST:

4.000 Euros



Phase 2: Test of Sales Action

GOALS:

During this phase we will visit a panel of potential customers for your product in order to validate the efficiency and attractiveness of your commercial offer, the profile of customer collect and analyze the return of information from the market.

- 1) Real market test**
- 2) Validate your business model**
- 3) Adapt your offer**

At the end of this phase we issue a " Standard Mission Order" synthesizing the above and defining the strategy to be implemented to develop your business activities.

DURATION:

2 to 4 months

COST:

3.000 Euros/month + travel expenses.



Phase 3: Commercial Mission

GOALS:

To pursue commercial efforts in order to increase your base of potential customers and to maintain your commercial presence after initial contact. We report on a monthly basis.

- 1) Old and new customer visits ,**
- 2) Support sales process,**
- 3) Follow-up of sales offers**

At this stage we are virtually a rented sales force for you.

When the commercial autonomy is reached a commercial contract of representation can be signed with GALIXIA (see phase 4) or you can also open a subsidiary.

DURATION:

6 to 12 months (renewable)

COST:

2.000 Euros/month + success fees



Phase 4: Commercial autonomy

GOALS:

Maintain commercial efforts and revenues in France, provide market intelligence on competitors.

We report on a monthly basis.

- 1) All the advantages of phase 3**
- 2) Solid revenues from France**

In Phase 4, the French market contributes to your benefits and growth.

At this stage we can help you to set-up a « commercial bureau » that will depend directly of you.

DURATION:

At your discretion.

COST:

Success fees only



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