

## Offer 1Q/2019 to apply to our activated Representation Programm 2019 - 2021 to Improve your Business Figures Abroad



Workshops ↔ Fieldwork ↔ Deliverable

» Have you tried succeeding in foreign markets? » Which strategies & methods did you make use of? SMDP? Up-Selling? SPANCO? Cross-Selling? SIPOC-Analysis? LEAN? Agile? Scrum? Volere?

» Have you obtained fishing ideas, patterns, key / global accounts? Have you applied Business Intelligence? Predictive Modeling? Have you obtained Market Intelligence?

Our Approach → Workshops ↔ Fieldwork ↔ Deliverable is effective and can gain!

### Key Points of our Representation Program 2019 - 2021

#### HPK1. Description & Focus

Our Representation Agreement and Business Model focused on the improvement of business figures, willing to do and to care your market entry, positioning, building best Sales, Supply and Distribution Channels thanks to our know how of most convenient methods and to our senior team of local-market-based collaborators and so to collaborate to expand your business as your **Sales, Supply and Distribution Channel Partner**.

Based on well-structured Workshops (1 per Quarter) we are going to define the **GAP** to solve in the **Fieldwork / Pilot Markets**, giving operational and analytical views of our results –e.g. how it's growing your positioning and the progress getting new RFQ's, Orders, Contracts, among details of Sales Cycles and Negotiation Processes in the Key and Global Accounts.

#### HPK2. Main Benefits

During the workshops beyond brainstorming and synergy we are going to get benefits for You:

- ▲ Smart Market Entry and Positioning within the Sales, Supply and Distribution Channels
- ▲ New Quotations / RFQ's, Sales Orders, Contracts, Projects with best Clients and/or Partners
- ▲ Market Intelligence (new patterns, differentiators, fishing ideas, GAP's and business intelligence)
- ▲ Better integration and focus (clear Mapping of Quality Assurance, Regulatory Affairs and Certifications)
- ▲ Strong Follow-up –including Analytical follow-up of Production, Sales, Supply and Distribution Processes

#### HPK3. Scope (Pilot Markets)

We operate internationally thanks to our built Networks especially focus on D-A-CH, BE-NE-Lux, Southern Europe (Spain, Portugal, Italy), NAFTA / North-American (Canada, USA, Mexico), and LATAM / Latin American regions >>PACIFIC Alliance (Mexico, Colombia, Peru, Chile) and MERCOSUR (Brazil, Argentina, Paraguay, Uruguay, Venezuela, Chile). Our collaborators are local-market-based Presales, Business Developers, and Engineers (with valuable Skill Sets, Contacts, and Coaching & Networking). We suggest starting within **1 Pilot Market Group – PMG-** / 2-3 Pilot Markets (pre-listed on **page 3**) that might concentrate priorities to improve.

#### HPK4. Our Approach / Business Model & What we need and Why?

##### 4.1 Our Approach / Business Model → Workshops ↔ Fieldwork ↔ Deliverable

Our Approach / Business Model starts with that strong continuous link with the aim to be soon your **Sales, Supply and Distribution Channel Partner**. **Workshops** represents the definition of the **GAP** to solve in the **Fieldwork** corresponding to the assigned **Pilot Market Group -PMG** and quite important -always associated to the Sales and Distribution Channel. We are going to discuss analytical criteria, fishing ideas, consistent tangibles and of course results e.g. -new RFQ's, Sales Orders, Clients, Global Accounts, Partners.

Then, we are going to the **Fieldwork** to get the **Quarter fishing** (through our **Networks / Portusland BD&T's Channel**) of the requested **Category of Service (CS) / Deliverable** (fully listed in Annex 2, **page 4**), e.g.:

- ▶ **CS1.** Market Entry and Positioning (new RFQ's / Quotations, Sales Orders, Contracts, Projects)
- ▶ **CS2.** Market Research and Quality Assurance (Feasibility, Competences, SIPOC and Testing Analysis)
- ▶ **CS3.** Cost Reduction Projects (focus on Sales, Procurement, Inventory Optimization, & Production Planning)
- ▶ **CS4.** Industrial Services (Trade Polices and Certifications Analysis, Regulatory Affairs Mapping / Workflow)
- ▶ **CS5.** Facility Services (SPOC Contact/Technical Analyst, -seek of Resources, Partners, Investors, Alliances)

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### 4.2 Quarter fixed fee & our Offer for 1Q/2019

Because strong and recurrent **Push + Pull Marketing** and **Presales** efforts from our local market-based resources representing you in the chosen **PMG / 2-3 local market fields**; we kindly and democratically ask to all our Representations for a **fixed fee / Quarter** (usually between 3500 € to 5700 € / Quarter) in order to a scale of the figures: **Company size, founded year, turn over and % quota dedicated to exportation.**

With the GAP to solve - defined, we'd agree the minimum fee possible. Currently, we have a **1Q/2019 Offer** and then **to the initial fee of \_\_\_\_\_ € for 1<sup>st</sup>. Quarter**, we offer to apply a **20% reduction** from the **3<sup>rd</sup>. Quarter** (\_\_\_\_\_ €) and another one of **25%** from the **5<sup>th</sup>. Quarter** (\_\_\_\_\_ €). Then, the **Quarter fixed fee** it's going less and less in the mid - run. To formalize our collaborating -we need at least **50%** of **1<sup>st</sup>. Quarter fee** in advance.

### 4.3 Mutual Non-Disclosure Agreements (usually per 18 - 24 months)

With a Mutual Non-Disclosure Agreement (**Mutual NDA –EU Standard**), both parts are going to be secure and happy for collaborating. We are going to be able to represent you in the markets with total confidence - where our steps, investments and efforts to make that face-to-face client / partner interaction are linked as your portfolio's business partner within the Sales, Supply and Distribution Channels.

### 4.4. Representation Agreement (ideally 18 - 24 months).

We would like to represent you under some of the main levels of collaborating / natural stages of collaborating:

**I. Your Inquiries.** As your **Representative** we are going to provide our best local full client face interaction KAM / Project Management, Pre-Sales - Post-Sales support. For each successful order we would like to obtain either a pre-determined commission %, or a margin of operations / benefit (depending on complexity, volume / size of the order / project).

**II. Our Clients Requests.** As your **Channel-Partner** we are going to get new clients / partners - providing best SLA (Service Level Agreements) in between all the entities involved and focus on the needs / requirements. For each successful order we would like to obtain either a pre-determined commission %, or a margin of operations / benefit (depending on complexity, volume / size of the order / project).

**III. Our Projects.** Our efforts as your **Sales, Supply and Distribution Channel Partner** would bring us possibilities to win projects. In order the project size, the complexity and the entities, resources and responsibilities involved, we would share a margin of operations or a margin of benefit – usually for long-run projects- or just a fixed amount or percent per stage.

Looking forward to hearing from You,

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<http://www.linkedin.com/company/portusland-business-development-and-trade>

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**PMG & CTR. Pilot Market Groups -PMG- and our Channel Top Resources -CTR-**

Sales and Distribution Channels have different structure and typology that most of the times depend on the *Hinterland* and *Foreland* of the nearest port or distribution centre of the region, the mature of the market, among others. We used to apply dynamism and flexibility to do a smart and rapid positioning.

The following **Table T1 Basic Service Components** it's an overview of the basic resources we are going to apply in the 2-3 Pilot Markets (1 Pilot Market Group - PMG). For instance, we defined 3 possibilities of Pilot Markets Groups – PMG- , to help the decision for the most important PMG\_\_□ we must to concentrate first.

**Table T1. Basic Service Components**

| Medium – High Market/Region Priorities*(1)  | Services and Basic Resources included in the Offer - Quarter Fixed Fee *(2)   |   |   |   |
|---|---|---|---|---|
|   | For 1 Pilot Market Group / PMG__□ (2-3 Pilot Markets) to choose   |   |   |   |
| Pilot Market Group*(3) / PMG to choose □  | Pull Marketing  | KAM + Presales  | Push Marketing  | Application of our Methods  |
| e.g.:<br>✓ PMG01□ D-A-CH / Deutschland, Austria and Switzerland<br>✓ PMG06. EAST - CENTRAL / POLAND, HUNGARY, CZECH REPUBLIC<br>✓ PMG07□ SOUTHERN EUROPE / Iberian Peninsula + Italy)<br>✓ PMG08□ IBERIAN PENINSULA + LATAM / Spain, + Portugal, Mexico, Brazil | <ul style="list-style-type: none"> <li>➤ PMG__□.1)<br/>Publication as new Top representation</li> <li>➤ PMG__□.2)<br/>Dedicated subdomain</li> <li>➤ PMG__□.3)<br/>1 event per Quarter</li> <li>➤ PMG__□.4)<br/>At least 2 Campaigns / Quarter</li> <li>➤ PMG__□.5)<br/>Active Networking</li> <li>➤ PMG__□.6)<br/>Active Coaching</li> </ul>   | <ul style="list-style-type: none"> <li>➤ 1 KAM (Key Account Manager) dedicated per 1 PMG</li> <li>➤ 1 – 3 Presales dedicated per PMG</li> <li>➤ 1 BDM (Business Development Manager) per PMG</li> </ul> | <ul style="list-style-type: none"> <li>➤ Monthly Emailing to our DDBB of +5K contacts</li> <li>➤ Monthly follow-up Promotions</li> <li>➤ Monthly follow-up Campaigns</li> </ul> | <ul style="list-style-type: none"> <li>➤ 2hrs. Workshops(1 per Quarter) &lt;-&gt; Fieldwork &lt;-&gt; Deliverable</li> <li>➤ Up-selling, Cross-selling...</li> <li>➤ Business Intelligence</li> <li>➤ Predictive Modeling</li> <li>➤ Market Intelligence</li> </ul> |
| ✓ PMG09□ North-America / CANADA + USA + MEXICO)<br>✓ PMG11□ SOUTH AMERICA - MERCOSUR / BRAZIL, URUGUAY, PARAGUAY, ARGENTINA, VENEZUELA, CHILE<br>✓ PMG12□ PACIFIC Alliance / Mexico, Colombia, Peru, Chile  | <b>Reporting</b><br>➤ Bi-weekly Leads Progress Reporting<br><b>Support</b><br>➤ Basic presales + post sales line support  |   |   |   |
|   | *(1) Possibilities to connect regions in order nature of the Trade agreements. e.g. <b>NAFTA</b> : Canada <-> USA<-> Mexico -, <b>Pacific Alliance</b> : Mexico, Colombia, Peru, Chile), <b>MERCOSUR</b> : - Brazil, Argentina, Paraguay, Uruguay, Venezuela, Chile), <b>CAFTA</b> , ...<br>*(2) <b>Other services</b> are under request, full listed on <b>Annex 2</b><br>*(3) <b>Pilot Market Group</b> PMG's full listed on <b>Annex 3</b> |   |   |   |

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**Annex 1. We are proud to collaborate with Clusters, Institutions and Networks, some of them:**

|  |   |  |
|--|---|--|
| <p><b>TECHNOLOGIE ZENTRUM DORTMUND</b></p>               | <p>TechnologieZentrumDortmund<br/><a href="http://www.tzdo.de">www.tzdo.de</a></p>  |    |
| <p><b>IVAM Microtechnology Network</b></p>               | <p>IVAM Microtechnology Network<br/><a href="http://www.ivam.de">www.ivam.de</a></p>  |    |
| <p><b>HIGHTECH GUIDE DORTMUND</b></p>                    | <p>Hightech Guide Dortmund<br/><a href="http://www.hightech-guide-dortmund.de">http://www.hightech-guide-dortmund.de</a></p>                |   |
| <p><b>Länder Cluster NanoMikroWerkstoffePhotonik</b></p> | <p>Länder Cluster NanoMikroWerkstoffePhotonik<br/><a href="http://www.nmwp.nrw.de">http://www.nmwp.nrw.de</a></p>                           |  |
| <p><b>AHK SPANIEN</b></p>                                | <p>Industrie- uDeutschen Handelskammer für Spanien (AHK Spanien) /<br/><a href="http://www.ahk.es/">http://www.ahk.es/</a></p>              |  |
| <p><b>B2B RENEWABLE ENERGIES</b></p>                     | <p>Portal B2B Renewable Energies<br/><a href="http://www.renewablesb2b.com">http://www.renewablesb2b.com</a></p>                            |  |
| <p><b>IXPOS Das Außenwirtschaftsportal</b></p>           | <p>Portal IXPOS Das Außenwirtschaftsportal<br/><a href="http://www.ixpos.de">http://www.ixpos.de</a></p>                                    |  |
| <p><b>PRO MEXICO Trade and Investment</b></p>            | <p>PRO MEXICO Trade and Investments Federal Government Agency<br/><a href="http://www.promexico.gob.mx">http://www.promexico.gob.mx</a></p> |  |

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**Annex 2. Full updated Services list 2019 - 2021**

| ServId / CS | DELIVERABLE & SERVICES 2019 – 2021  |
|-------------|---|
| SD01        | Elaboration of strategic documentation  |
| TD01        | Elaboration of tactical documentation   |
| ST01        | Feasibility Studies & of the Investments, Market, of Competitors, Suspects & of Potential Clients Analysis                  |
| ST02        | Cost Reduction Analysis (by categories or families of product-services)   |
| ST03        | Investments and Products / Services Portfolio Analysis (Break Even, Mature level of the Market)                             |
| ST04        | Investments/Product/Services/Solutions Introduction in new markets, segments and targets (GRC, EFQM, ISO, ...)              |
| ST05        | Investments/Product/services/solutions alignment to targets and specific market segments                                    |
| ST06        | Proposals of Distribution, Sales Channels Development and Commercial Network Development                                    |
| ST07        | Proposals of Cost Reductions (SCM, Procurement, Logistics and Distribution)   |
| ST08        | Change Management (Cross Border Projects, Technology and Knowledge Transfer, Business Process Improvement)                  |
| ST09        | Analysis of technical competences (investments, products and services) covering EFQM, ISO, GRC & QA standards and protocols |
| ST10        | Analysis of HRM, Financial Reporting, and of marketing and commercial competences (products and services)                   |
| ST11        | Competences Analysis for vendors / suppliers  |
| ST12        | Competences Analysis for Investments, collaborators, partners and alliances   |
| MC01        | Scoping and Prospecting (calling, target analysis, inputs, test of the market, mailing, scoping, ...)                       |
| CO01        | Meetings Schedule and Organization for potential clients  |
| CO02        | Meetings Schedule and Organization for VAR's  |
| CO03        | Meetings Schedule and Organization for distributors   |
| CO04        | Meetings Schedule and Organization for collaborators or prescribers   |
| CO05        | Meetings Schedule and Organization for Wholesale Channel  |
| CO06        | Meetings Schedule and Organization for Retail Channel   |
| CO07        | Elaboration of sales offers and/or technical-commercial proposals   |
| CO08        | Elaboration of procurement orders and/or quotations   |
| CO09        | Meetings with Government Institutions & Public Organizations -Local / Regional / International (agents, distributors)       |
| CO10        | Purchasing Orders and Quotations Negotiations   |
| CO11        | Offers and sales orders Negotiation   |
| CO12        | Negotiation with new representations and alliances  |
| CO13        | Negotiation with vendors, suppliers, new representations  |
| CO14        | Open, Follow-up and closing Sales and on-Demand Processes   |
| CO15        | Open, Follow-up and closing Procurement Processes   |
| RP01        | Reporting to Stakeholders, C level, and Operational Managers  |
| RP02        | Business Development, Commercial, Sales and Marketing Reporting (CRM)   |
| RP03        | SCM, Logistics, Distribution, Procurement, Reporting (SRM and e-logistics)  |
| TR01        | Trade Policies Analysis, Workflow & Mapping of Certifications. Local supporter for fulfilment and quality viewer.           |
| DC01        | Support in strategic meetings or calls  |
| DC02        | Opening and negotiation of new representations  |
| LC01        | Logistic and Distribution Support   |
| OP01        | Operational Tasks   |



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**Annex 3. Some of the Regions/Markets & Contact Data where our Networking it's active:**

| REGION / MARKET & CONTACT   | BUSINESS DEVELOPMENT   | OUR SERVICES   |
|---|--|--|
| <b>INTERNATIONAL / Head office</b>                                  |  |  |
| Düsseldorf, NRW, DE<br>T +49 211-88231 589                          | <a href="mailto:business_development@portusland.com">business_development@portusland.com</a>       | <a href="mailto:services@portusland.com">services@portusland.com</a>               |
| <b>EUROPE</b>   |  |  |
| <b>PMG00. EU - 27</b>   |  |  |
| Brussels, BE<br>T +32 258-  | <a href="mailto:business_development@portusland.eu">business_development@portusland.eu</a>         | <a href="mailto:services@portusland.eu">services@portusland.eu</a>                 |
| <b>PMG01. DACH / DEUTSCHLAND, AUSTRIA and SWITZERLAND</b>           |  |  |
| Düsseldorf, NRW, DE<br>T +49 211-88231 589                          | <a href="mailto:geschaeftsentwicklung@portusland.de">geschaeftsentwicklung@portusland.de</a>       | <a href="mailto:dienstleistungen@portusland.de">dienstleistungen@portusland.de</a> |
| Vienna, AU<br>T +43 720-  | <a href="mailto:geschaeftsentwicklung@portusland.at">geschaeftsentwicklung@portusland.at</a>       | <a href="mailto:dienstleistungen@portusland.at">dienstleistungen@portusland.at</a> |
| Zurich, CH<br>T +41 435   | <a href="mailto:geschaeftsentwicklung@portusland.ch">geschaeftsentwicklung@portusland.ch</a>       | <a href="mailto:dienstleistungen@portusland.ch">dienstleistungen@portusland.ch</a> |
| <b>PMG02. UNITED KINGDOM and IRELAND</b>                            |  |  |
| London, UK<br>T +44 203-  |  |  |
| Cambridge, UK<br>T +44 122-   | <a href="mailto:business_development@portusland.co.uk">business_development@portusland.co.uk</a>   | <a href="mailto:services@portusland.co.uk">services@portusland.co.uk</a>           |
| Edinburgh, UK<br>T +44 131-   |  |  |
| <b>PMG03. NORDIC / DENMARK, SWEDEN, NORWAY, FINLAND and ICELAND</b> |  |  |
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|   | <a href="mailto:business_development@portusland.no.com">business_development@portusland.no.com</a> | <a href="mailto:services@portusland.no.com">services@portusland.no.com</a>         |
| <b>PMG04. BENELUX / BELGIUM, NETHERLANDS and LUXEMBURG</b>          |  |  |
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| <b>PMG05. CENTRAL – SOUTH / FRANCE</b>                              |  |  |
| Paris, FR<br>T +33 1-   | <a href="mailto:Developpement_affaires@portusland.fr">Developpement_affaires@portusland.fr</a>     | <a href="mailto:services@portusland.fr">services@portusland.fr</a>                 |

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**PMG08. IBERIAN PENINSULA + LATAM / SPAIN + PORTUGAL, MEXICO, BRAZIL**

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**PMG09. NORTH AMERICA**

**BUSINESS DEVELOPMENT**

**OUR SERVICES**

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| LATIN AMERICA / LATAM   | BUSINESS DEVELOPMENT   | OUR SERVICES   |
|---|--|--|
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| <b>PMG11. SOUTH AMERICA and MERCOSUR / BRAZIL, URUGUAY, PARAGUAY, ARGENTINA, VENEZUELA and CHILE / UNASUR, CAN, EU – MERCOSUR</b> | <a href="mailto:des_negocio@portusland.br.com">des_negocio@portusland.br.com</a>                     | <a href="mailto:servicos@portusland.br.com">servicos@portusland.br.com</a>   |
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|   | <a href="mailto:desarrollo_negocio@portusland.ar.com">desarrollo_negocio@portusland.ar.com</a>       | <a href="mailto:servicios@portusland.ar.com">servicios@portusland.ar.com</a> |
| <b>PMG12. PACIFIC ALLIANCE / MEXICO, COLOMBIA, PERU and CHILE</b>   | <a href="mailto:business_development@portusland.co">business_development@portusland.co</a>           | <a href="mailto:servicios@portusland.co">servicios@portusland.co</a>         |
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| ASIA  | BUSINESS DEVELOPMENT   | OUR SERVICES   |
| <b>PMG13. EAST ASIA</b>   |  |  |
| <b>CHINA, HONG KONG, TAIWAN</b>   | <a href="mailto:business_development@portusland.cn.com">business_development@portusland.cn.com</a>   | <a href="mailto:services@portusland.cn.com">services@portusland.cn.com</a>   |
|   | <a href="mailto:business_development@portusland.hk">business_development@portusland.hk</a>           | <a href="mailto:services@portusland.hk">services@portusland.hk</a>           |
| Hong Kong, HK<br>T +852-5808 3436   | <a href="mailto:business_development@portusland.tw">business_development@portusland.tw</a>           | <a href="mailto:services@portusland.tw">services@portusland.tw</a>           |
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