

BusinessRelatie - Just get Personal.

Businessnetworking taken to the next level. BusinessRelatie supports organizations of business-professionals by increasing their commercial success. While your professionals, such as trainers en consultants, have the primary sales-responsibility we support and monitor them in doing so. We make their work easier and guarantee continuity of your sales-process.

We help you with:

- Salestherapy for professionals
- Market-entry assistance
- Growing your market-share
- Relatieschipmanagement

### **Salestherapy for professionals**

High-end consultancy en training needs sales as well. And although the businessnetwork of the professional him- or herself plays an important role in the salesprocess, some support can come in handy. Not only because the calendar of a professional is often filled with appointments and time is scarce, also sales is proven to be a different profession.

During the Salestherapy we team up with the professional to help him or her to achieve their salestargets. We divide tasks and we support and monitor the professional in executing those. We provide administration service in our specialized CRM. This administration can also be used for strategic analysis and relation-based marketing.

### **Market-entry assistance**

Expansion in a new market-segment can be difficult. We provide you the knowledge to develop an working businesscase. Based on your strategic goals we will make an action-plan and support you and your professionals in achieving the targets.

We also provide market-entry solutions for companies who come from abroad and want expansion in the Dutch market. Besides sales-support we can also provide an representative office address and phone number.

### **Growing market-share**

Based on the existing networks of your professionals, we act as an accelerator. We search in your market for opportunities and we help business-professionals to grow and expand their network.

We gather BusinessIntelligence about potential prospects and make assessments about their probability. Together with your professionals, who keep their responsibility in the salesprocess, we assist you in growing your market-share.

### **Relatieschipmarketing**

Based on the information provided by the business professionals and gathered by BusinessRelatie employees, we give a good insight in your markets. This insight can be used for analysis and relation-based marketing such as trade-fair invitations or networkingevents.

Our extensive knowledge about the use of relationshipmarketing in a sales context can be very helpful to increase turnover.

### **Relationshipadministration**

To administer everything you know is a key factor in businesssuccess. We provide knowledge about the implementation and use of CRM systems. Whether this is a standard system or completely tailor-made, the system is the hart of your salesorganisation.