

## **Middle East Consulting – Get More Sales in the Middle East**

### **Project Highlights and Experience**

We have completed projects for companies in the United States, Canada, Mexico, Japan and Middle East whose end goals were to expand their sales in the Middle East.

Companies have included: waste treatment plant, entertainment company, plastics manufacturer, leadership development and language companies, computer value added distributor, computer manufacturer, equipment manufacturer, online bank, and investment company. Some companies are small, whereas others are known brands, such as Apple and Hitachi.

#### **Deliverables**

- . Identified public (municipal government) bid project opportunities
- . Identified industry key players
- . Identified target markets
- . Researched financials of the key players and interviewed their executives
- . Presented short list of key players to clients
- . Conducted market study, using cutting edge web search techniques
- . Conducted field research
- . Identified and researched capabilities of companies that could become local partners
- . Researched and located suppliers to meet new technical requirements
- . After identifying new suppliers, negotiated relationship and business terms
- . Renegotiated existing contracts to reduce purchasing costs
- . Created business name, brand, and organization structure for a new company
- . Established company in the United States
- . Handled legal aspects for the new company to have certificates of completion issued by the State of Florida (U.S.)
- . Structured the company's advisory board and recommended world-class advisory board
- . Researched trends and needs in various markets and market segments
- . Identified and developed relationship with owners of companies that would be potential "partners"
- . Identified business expansion opportunities outside of the Middle East
- . Identified target customers
- . Created sales presentations and proposals
- . Facilitated senior executive and local manager workshops to make decisions on sales channel strategy
- . Made recommendations on what products would most likely sell in the Middle East
- . Prepared list of potential bank "partners"
- . Assembled and directed team of world class experts in various subjects from institutes and universities
- . Collected research and data
- . Assembled and interpreted the data
- . Completed final report and debriefed company owner

## Services

### Management Services

- . Plan and facilitate critical, high-impact team collaboration, fresh thinking, and problem-solving meetings using real-time Internet virtual meeting tools. Scenarios include: within business functions, across functions, with your business partners and suppliers, with people within the same country, with people in different countries and so forth.
- . Provide Middle East experts to serve as your executive advisors.
- . Assist in developing and make recommendations on your company's Go-To-Market Plan (to the Middle East).
- . As appropriate, arrange for high-level introductions of your company's Middle East executives and Middle East firms.

### Research

- . Identify specific experts for your industry and the products and services you sell.
- . Conduct research studies – on products, services, and investment opportunities.
- . Conduct analysis on competition.
- . Identify companies and individuals that could become your company's "partners" and "suppliers," located in the Middle East and other countries.

### Training and Development

- . Provide cultural education on being successful in conducting business in the Middle East and specific countries and cities.
- . Conduct employee assessments to determine "gaps" in the knowledge and skills your employees and representatives need, in order to be successful with your products and services in the Middle East.
- . Develop and implement professional development plans for your company's employees and representatives.
- . Deliver virtual training and coaching sessions using your company's content.
- . Deliver virtual training and coaching sessions using our content and content that we source from other experts.
- . Plan and implement "virtual roundtables" of Middle East experts who answer your questions.

### Sales Development

- . Assess, identify strengths and blockages, and make recommendations on your sales process.
- . Conduct assessments, and plan and facilitate meetings that open up lines of communication and joint account planning within your sales channel.

## MONARCH VIEW

## **MONARCH VIEW**

- . Identify public (municipal government) bid project opportunities.
  
- . Identify and present a short list of local companies and individuals for local representation.
  
- . Build and document target customer lists.
- . Identify local resources for customizing your sales presentations and proposals.
- . Plan and facilitate a virtual roundtable of Middle East experts who respond to questions from sales executives, managers, and representatives.

### **Service Delivery, Implementation, and Management**

- . Assess your service delivery and customer care program, from a Middle East buyer's perspective.
- . Negotiate contracts on your company's behalf.

## **MONARCH VIEW**

Copyright © 2008 Monarch View. All rights reserved.  
[www.allanaustin.com](http://www.allanaustin.com) Tel +1 407 923-1133