



Neu Mobile

Helping you expand
your sales to Europe

Your company is looking to expand sales into Europe



As a company develops, a point is reached where the company has an initial product and a local or regional customer base. At this point many companies look to start raising their profile internationally to expand business outside their home or regional market and/or as part of an exit strategy for initial stakeholders (e.g. Initial Public Offering, acquisition). In the early part of this phase a company may use telephone, email and tradeshows to initially approach customers.



How do you make yourself more visible to customers?

At this point a company looking to expand faces a problem. In order to secure sales, customers have to have regular contact with a company in order to: 1) be visible and known to the customer; 2) know whom the key decision makers and influencers are; 3) understand the local and company business culture. New entrants must therefore decide whether to continue serving the customer remotely, with increased visits to the customer, or building a local sales office, so that local sales staff can support potential customers.

Local sales organization or remote support?

Remote Support

Serving a customer remotely has the advantage that

- staff costs can be minimized
- your company can avoid the complexity and expense of setting up a branch office.

However on the negative side:

- travel costs will be high
- the relationship with the customer will not be as strong as competitors who have local sales staff who can regularly interact with the customer
- your company is less likely to understand the business culture of the customer.

As such remote support of customers is not likely to be a successful strategy in most cases to secure new business.

Local Sales Organisation

Building a local sales office has the advantage that:

- You can build a stronger relationship with the customer
- minimize intercontinental travel
- get a better understanding of the business culture of the potential customers.

However on the negative side:

- costs and complexity will be high as a company will have to be setup
- employees recruited, employees paid and taxes paid all before there is in most cases any confirmed sales.
- labour laws also can be very restrictive on how, when and how much employees who are dismissed or made redundant are paid.

Although, a better strategy to win business, a local sales organization can add to cash flow pressures for an expanding business and limit flexibility.

Is there a more cost effective way to get a local sales presence?



Neu Mobile brings a new option for companies looking to expand into Europe and the UK which brings the benefits of having a local sales office but without the cost and loss of flexibility.

Neu Mobile will provide on a part-time basis, experienced mobile industry business development and sales professionals to represent your company towards customers as an extension of your organization. We can represent your company for as little as five days a month saving your organization money while developing relationships with potential customers.

The Neu Mobile advantage

- Local presence and contact network to secure new business
 - People on the ground to setup regular face to face meetings.
 - Established contact network at a senior level in major European vendors and mobile operators.
- Access to leading mobile industry business development and sales staff
 - Established business development and sales backgrounds in the mobile industry.
 - Strong technical skills in additions to sales skills.
 - Operator experience at a senior level.
- Lower cost than setting up a local sales organization
 - You can employ Neu Mobile to provide sales support for as little as 5 days a month saving considerable money compared to having to employ staff directly.
 - You avoid the cost of setting up the local company, business insurance, audits, payroll, etc. For an employee on a basic salary of £80k extras can equate to an additional 50% cost (£40k).
 - Neu Mobile pays local employment taxes not you.

- Greater flexibility in developing the local business
 - Assuming that sales traction is achieved, a point will occur whereby the business is big enough to support a full local presence. At this point you can choose to build a local organization. If you want we can also help you do this.
 - If however your plans change or do not progress as you have planned, you can withdraw from the market much more simply than if you had your own sales organization as you will not have to make staff redundant or windup the company.

The Neu Mobile basic package



The Neu Mobile basic package offers the following components combined according to your needs:

- Initial competence transfer – We will work with you to get the information that we need to develop your business (e.g. company information, product, product roadmap, logistics).
- Regular opportunity analysis – we will work continuously with your sales organization to share market prospects, discuss potential business development strategies and discuss potential target customers.
- Customer meetings – we will work with you to prepare for customer meetings, present to customers on your behalf or with you as required and provide detailed feedback from the meetings as required by you.
- Customer/sales management – we will manage your customers and sales on your behalf.

Neu Mobile Extras



Neu Mobile also offers the following additional components which can be added to the service as needed:

- Marketing package – to increase the profile of your business within the European market
 - represent your company at selected European conferences either as an exhibitor or a speaker
 - write and place articles promoting your company and products in English language European publications – these are often syndicated worldwide helping increase your exposure further.
 - Produce whitepapers that are relevant to European customers for use on your website, with journalists and analysts.
- Analysts package – to increase the profile of your business with European and global analysts. This can be valuable to support your market position, as a prelude to IPO/sale or to provide market feedback.
 - Work with you to produce a message for analysts that reflects your company and company strategy
 - Carry out analyst briefings with key analysts based in London.
- Company startup package – once we have helped you secure business in Europe, at some point it will make sense for you to develop your own sales organization. Neu Mobile can help you setup a new European business, recruit staff for it and manage smoothly the transition.

Contact us

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Neu Mobile

is a provider of sale support solutions for companies looking to expand into Europe and a provider of mobile consultancy services