



## Warranty

Since sales is tightly linked to a company's reputation and key customer relationships, only a proven expert can be trusted to manage your brand and relationships.

SELLto.DE is experienced in the design and execution of outsourced sales solutions. We hire skilled, professional people, teach them about the unique B2Bbox sales methodology and guarantee that they deliver applicable knowledge to clients to produce predictable and profitable results.



Hans-Peter Brill  
CEO SELLto.DE

Learn more about  
B2Bbox: Download  
PDF at [my.sellto.de](http://my.sellto.de)

## Your competitive advantage

Evaluating the potential of emerging markets is becoming an increasingly critical component of innovation. Companies are realising that they can no longer generate all of their innovation internally and are instead looking to external sources for means of new growth and competitive advantage.

Starting to sell into a new market often requires a huge initial investment. Before you do so, it can be an advantage to test the German market. Check if there is demand for your specific products, services and solutions and how you succeed against your competitors.

Starting May 1<sup>st</sup> SELLto.DE offers a brand new service for those companies who want to start quick but with a small initial budget. The new offering named 'German Market Entry' includes all resources needed for an initial 6 months project.

## Active opening of the German market

The package includes:

- German website
- German flyer
- German speaking sales contact
- German press announcements
- initial email campaign
- information about German RfPs
- support for your first German Proposals
- German contract negotiation and support
- Monthly report

We highly recommend this initial service package for companies who never had previous experience with the German market.

As a result you probably have your first German deal which can be used for a reference story plus all information needed to decide on future activities after the initial 6 months.



## Our commitment to quality

SELL2.DE ensures the consistent delivery of the highest-quality services through proprietary best practices (B2Bbox).

This sales methodology guides our employees in generating sales leads, qualifying prospects, need identification, creation of proposals, closure and deal transaction.

The B2Bbox sales management process ensures that we are delivering results, hiring the right professionals, and ensuring that client requirements are fully endorsed.

SELLto.DE successfully realises your goals in Germany!

## How we start – initial phase

With this package a foreign vendor starts to be present in the German market. SELLto.DE will translate the existing website to German and host in on a German server using a German domain name<sup>1</sup>.

A company or product flyer<sup>2</sup> in German language will be produced by SELLto.DE to support the German sales process.

Responses from the website will be directed to our German sales team for follow up<sup>3</sup>.

Press announcements will be used to increase the publicity of the website and the vendor's offering.<sup>4</sup>

## Actively producing Sales Leads

SELLto.DE picks 50 addresses from our internal contact database (based on keywords provided by the vendor) and sends out an initial email introducing the vendor to these contacts. Each contact will receive a follow up phone call to investigate if the vendor's offering meets their requirements.<sup>5</sup> Positive responses will receive additional follow-up activities including opportunity development, contract negotiation and closure.

We scan German RfPs (public and private) and provide a daily summary in English<sup>6</sup>. In case a certain RfP awakens your interest, we provide answer to your related initial questions<sup>7</sup>. If these initial questions show that it might be interesting for the vendor to bid, we deliver an English translation of the RfP and support the bidding process with the required translation of the proposal, a sales manager to build a relation with the German client, doing contract negotiation and closing<sup>8</sup>.

A monthly report will inform you about all activities.

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- 1 Hosting will be 36 months, all internet traffic included, no limitations
  - 2 Flyer with 2 pages, result: pdf version
  - 3 This service is limited to 6 months. Afterwards incoming request will be forwarded to the vendor only
  - 4 1 initial press announcement, sent to the usual German agencies related publications based on this will be reported monthly
  - 5 Initial contact list activities will start after the website has been published
  - 6 Approx. 5 RfPs per day, German working days only  
the RfPs are German IT RfPs, not filtered for the vendors specific portfolio
  - 7 This is limited to a maximum of 10 RfPs – additional support can be ordered
  - 8 These services are limited to a maximum of 3 RfPs



## Our mission

SELLto.DE's mission is to provide sales outsourcing services that render real business value to our customers that at the same time create professional opportunities for our employees and value for our shareholders.

## Our vision

SELLto.DE's vision is to be recognized as a leading provider of sales outsourcing services for Germany.

## SELLto.DE values:

Integrity as the essential foundation of all business and personal interactions

Individual initiative in personal and professional development

A sense of personal pride in our work and satisfaction in serving our clients and our organisation

Clear, unambiguous understanding of our clients' needs and expectations

## 6 months sales services – one time fee only

All services mentioned above are bundled in this attractive service package that SELLto.DE will start to provide beginning May 1<sup>st</sup>, 2010. It is an all-inclusive price which already includes

- related translation services<sup>9</sup>
- website hosting<sup>10</sup>
- German domain name<sup>10</sup>
- unlimited internet traffic<sup>10</sup>
- German telecommunication expenses<sup>11</sup>
- German travel expenses<sup>11</sup>
- marketing resources for flyer and press announcements<sup>12</sup>
- inside sales resources for initial campaign<sup>11</sup>
- sales manager for follow up<sup>11</sup>
- daily RfP report<sup>11</sup>
- monthly service report<sup>10</sup>

All-in price: **USD 1,980.00**<sup>13</sup>

plus a 15% sales commission on every deal that we actively close for you during the first 6 months.

## SELLto.DE

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<sup>9</sup> One time website translation – later changes will be charged separately

<sup>10</sup> 36 months

<sup>11</sup> 6 months

<sup>12</sup> One flyer, 2 pages – later changes will be charged separately

<sup>13</sup> Currency USD picked for your convenience – Euro contract also available