



mCubed

marketing ||| media ||| management



EXPAND YOUR NETWORK – INCREASE YOUR SALES

WHAT DO WE SOLVE?

Finding new clients and business opportunities is something that all Greek businesses seek, but not all attain. It becomes all the more difficult when trying to attract international buyers for your products and services.

The reason - poor prospecting.

Taking under consideration the needs and capabilities of small and mid-sized Greek businesses we have developed a flexible package of services that is meant to address this very problem.

WHAT IS FIRST CONTACT?

First Contact is an add-on service we provide to assist you in your overall prospecting task. Our experienced sales executives contact the businesses of your client list, on your behalf. During this first contact they present your company and products to foreign buyers, send your promo materials to them, and log the feedback they receive from each individual client on the list.



This not only guarantees you a professional approach and the right first impression, but it also grants you a more efficient and developed client list, without having to allocate any of your own time. This enhanced and rated client list greatly assists you in your follow up sessions, as you can now start by contacting the clients that showed the most interest, and therefore are ready to make a purchase, first.

WHAT IS OUR SERVICE?

With our prospecting tools and services we help you explore new market opportunities, expand your network, and increase your sales.

Through our three-tier market research strategy, we don't just locate international buyers in regions that interest you, but we deliver the most compatible buyers of those regions, to you. We identify international clients which match your company profile and therefore are more likely to strike a trade transaction with you.

The outcome is a highly targeted international client list you can fully exploit by avoiding the costs and the uncertainty other promotional and foreign market penetration methods may hide.

WHAT ARE THE BENEFITS?

- ✓ Locate the most viable buyers for your products
- ✓ Highly target the right clients for your business
- ✓ Expand in regions that you make strategic sense
- ✓ Customize your package to create the most efficient and affordable service suiting your needs and wallet
- ✓ Save on money and time by using our First Contact Service
- ✓ Receive a rated and contacted list for easy follow ups
- ✓ Start making sales

HOW DOES IT WORK?

A three-tier strategy is executed in order to locate the most viable clients for your business.

Tier One | Prospecting

Starting from a large collective pool of information, we focus on businesses that are primarily active in the importing of goods. From these businesses, only those which import goods that match your product profile are selected. International businesses are assessed at this stage with the following criteria:

- Industry
- Size
- Type
- Location



Tier Two | Targeting

A more refined method of data analysis is executed during this stage. This is a more intensive and deeper level of research, focusing only on those businesses that fulfil the desired commercial criteria. The selected businesses are assessed at this stage with the following criteria:

- Line of Business based on SIC code
- Sales Volume
- Size of Facilities
- Product Profile



Tier Three | Prime Pairing

The highly distilled volume of information yielded from the previous two sections, finally undergoes prime pairing. Your company profile is cross-referenced with that of each business and matched with its ideal buyer counterparts. The results yield a highly targeted and compatible client list filled with potential sales opportunities. Businesses are assessed at this stage with the following criteria:

- Compatibility
- Supply
- Demand



ACTIVATE OUR SERVICE IN JUST
4 Steps

- ✓ **Set** an appointment with our team of experts.
- ✓ **Explain** your business needs and goals.
- ✓ **Choose** the geographic location(s) that interest you.
- ✓ **Create** the right package for you.



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