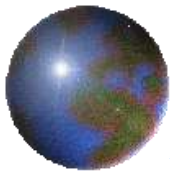


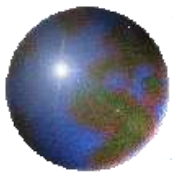
# ***Business Development Services for ICT and Consulting Companies***



# Overview

- ✚ Interim BizNet
- ✚ Markets
- ✚ Challenges Business Development & Sales (BDS)
- ✚ Activities BDS
- ✚ Our Business Model
- ✚ Our Added Value
- ✚ Results BDS.



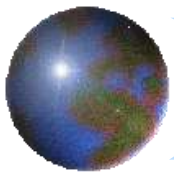


# Interim BizNet



- ✦ Consultancy company specialized in Business Development & Sales
- ✦ Unique Concept: support companies to improve new market entrance and market share
- ✦ Passion: Accelerating time to market, lowering sales costs
- ✦ Providers: ICT and Consulting companies, both onsite, nearshore and offshore
- ✦ B2B Network: C-level Contacts at Verticals such as Finance, Retail, Telecom and Systems Integrators
- ✦ Contact Errol van Engelen at [info@interim-biznet.eu](mailto:info@interim-biznet.eu)

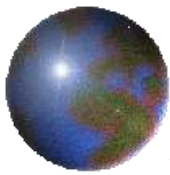




# Markets – Providers

- ✚ ICT Companies:
  - ▣ Systems Integrators
  - ▣ Solution Providers
  - ▣ Software Services
- ✚ Consulting Companies:
  - ▣ Management Consulting
  - ▣ Process Consulting
  - ▣ Technology Consulting
- ✚ Onsite companies > 200 FTE
- ✚ Nearshore/Offshore companies > 2,000 FTE worldwide.

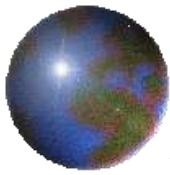




# Markets – B2B Network

- ✚ Finance:
  - ❑ Banking
  - ❑ Insurance
  - ❑ Other Financial Services
- ✚ Retail:
  - ❑ E-Commerce
  - ❑ Multi-Label
  - ❑ Shop Chains.
- ✚ Telecom:
  - ❑ Operators
  - ❑ Cable
  - ❑ Internet Service Providers



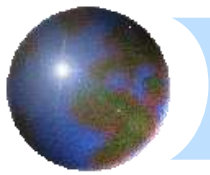


# Challenges Business Development & Sales (BDS)



- External challenges:
  - None or insufficient C-level Contact network in new target markets
  - Fierce competition due to the Downturn and the Maturity of the Services causing Price erosion
  - Loss of market share and margins.





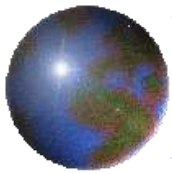
# Challenges Business Development & Sales (BDS)



- ✿ Internal challenges:
  - ✦ Business Planning: poor strategy in place
  - ✦ Product Management: portfolio not in line with market demand
  - ✦ Go to Market: no plan, no strategy, me too marketing
  - ✦ Sales & Marketing: no C-level contacts, no name awareness.

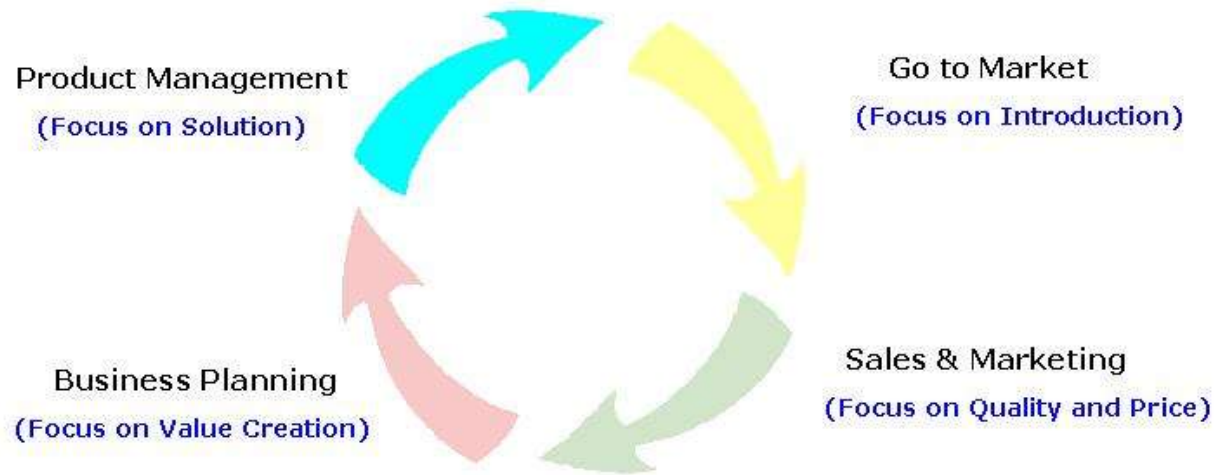




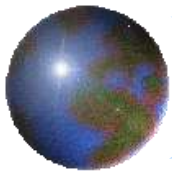


# Activities BDS

## Business Development proces





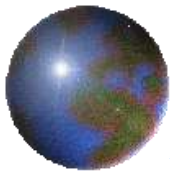


# Business Planning



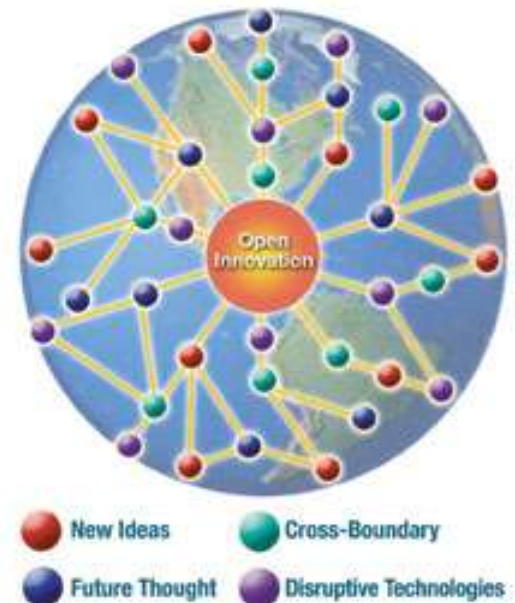
- ✦ Define target markets
- ✦ Determine actual needs in target market
- ✦ Define growth strategy
- ✦ Develop short-term Action Plan
- ✦ Develop Business Plan containing Product/Service portfolio, positioning, pricing, customers, competition, onsite/nearshore/offshore policies
- ✦ Focus on Value Creation.

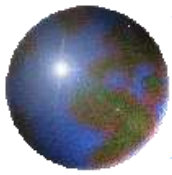




# Product Management

- ✦ Determine Product/Service needs in target market
- ✦ Determine current Product/Service portfolio
- ✦ Define eventual gaps
- ✦ Enhance eventual gaps and integrate in Product/Service portfolio
- ✦ Open innovation & crowdsourcing techniques
- ✦ Focus on Solution.



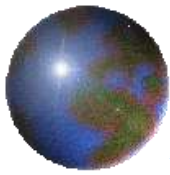


# Go to Market & Market Entry



- ✦ Define prospective organizations including C-level contacts to leverage direct selling
- ✦ Define Channel Partners to leverage indirect selling
- ✦ Define Analysts to leverage name awareness
- ✦ Focus on Introduction.

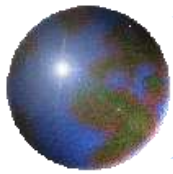




# Sales & Marketing

- ✚ Prospecting at C-level in target market
- ✚ Interview / discovery meeting
- ✚ Analyze needs and match with services
- ✚ Present services and solutions
- ✚ Negotiate internally and externally
- ✚ Close the Contract
- ✚ Focus on Price / Performance ratio.





# Financial Services – C-level Contacts



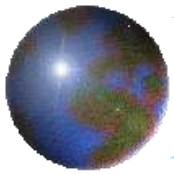
## 📍 Netherlands:

- 📍 Banking: ABN AMRO, ING, Rabobank, SNS Reaal
- 📍 Insurance: Achmea/Eureko, Aegon, Delta Lloyd, Generali Insurance, Nationale Nederlanden

## 📍 Belgium:

- 📍 Later to be explored.





# Retail – C-level Contacts

## 📍 Netherlands:



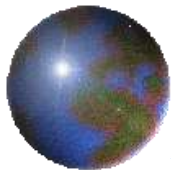
- ❑ Do-it-yourself: Intergamma
- ❑ E-Commerce: Neckermann, Otto
- ❑ Electronics: Media Markt
- ❑ Home & Garden: IKEA, Mandemakers Group
- ❑ Multi-Label: Blokker, Macintosh Retail Group, Maxeda (including Bijenkorf, HEMA, V&D)
- ❑ Supermarkets: Ahold, C1000/Schuitema, Jumbo, Lidl

## 📍 Belgium:

- ❑ Later to be explored.







# Telecom – C-level Contacts



## 📍 Netherlands:

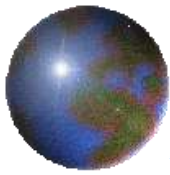
- ❑ Colt Telecom,
- ❑ Huawei,
- ❑ KPN including KPN Retail,
- ❑ Tele2,
- ❑ UPC,
- ❑ XS4All,
- ❑ Ziggo

## 📍 Belgium:

- ❑ Later to be explored.





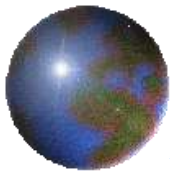


# Our Business Model



- ✦ Working on behalf of innovative ICT and Consulting companies
- ✦ Business Contacts at C-level within Finance, Retail and Telecom in the Netherlands
- ✦ Fixed Rate + Commission:
  - Fixed hourly or daily Rate
  - Commission: % of Contract Value.



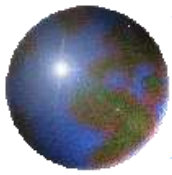


# Our Added Value



- ✚ Bridging the gap between where you are and where you want your company to be:
  - ✚ Building strategic Business Plans
  - ✚ Performing Business Development and Sales activities.



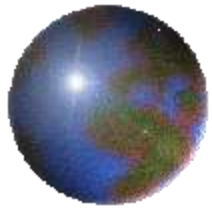


# Results BDS



- ✦ Accelerated time to market and lower costs in Business Development process
- ✦ Improvement in the Sales and Marketing process
- ✦ Bottom-line: better market entrance, more new business and improved market share.





# ***Business Development Services for ICT and Consulting Companies***