

CRM**anagers**

Germany Austria Switzerland

Ralf Kettner - Founder



Former Positions

- General Manager DACH
- Director DACH
- Sales Director DACH

Previous Companies

- Showpad (BE)
- AG5 (NL)
- Powa Technologies (UK)
- Netbiscuits (GE)
- Maxymiser (UK)
- Divine (US)
- Silkroad technology (US)
- Vignette (US)
- BigMachines (US)

Business in Germany Austria Switzerland



Ambition: Win Enterprise Customers



SIEMENS



PHILIPS



Allianz 

EnBW

ERGO



Lufthansa



Deutsche Post 

Munich RE 



PORSCHE



BOSCH

You want

Generation of revenue in DACH

Assured quality of operations

Keep company image and culture

Fast results

Control on budget

Flexibility

Sales Experts in DACH

Sales Enablement solutions

Skills Management solutions

Enterprise management software

Augmented reality

Easy Model:

Immediate action

No additional structure or staff

Cost under control

Integrity and flexibility

Activity Sectors



Direct Sales

High level outbound

C-Level customer approach

Access to enterprise customers

Guaranteed high qualified operation

Local Marketing

Presence on local conferences and trade shows

Localization of sales and product documents

Setup of partner and reseller structure

Local Public Relations

Place solution message in the DACH market

Visibility and attention in media

IT and business magazine coverage

Local DACH brand awareness

Activities

CRManagers
Engagement

Direct
Sales

PR +
Marketing

Local
Presence

Direkt
Sales

Inside
Sales


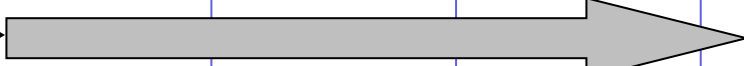
Public
Relations

Fairs and
Events

Managed
Local
Office

Virtual
Office
Phone +
Address

Action Matrix

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Preparation	1-2 days briefing workshop Definition of strategie and concept	none	none	Planning Q3	none	none
Sales	Follow-up of leads Arrangement of new appointments 1st set of presentations in cooperation with your specialists	Follow-up Arrangement of appointments Customer presentations	Focus on closeable big enterprise projects			
Marketing	Creation of German marketing letters, offer letters, presentations, onepager 1st mailing campaign 1st webcast	2nd mailing campaign Contact Marketing + Sales networks Organize Event for Agencies 2nd webcast	3rd mailing campaign 3rd webcast			
PR	Generate press contact 1. press release: „New Office in Germany“	2. press release Posting Xing + LinkedIn Groups	3. press release Posting in Xing + LinkedIn Groups	4. press release	5. press release	6. press release
Others		Status Meeting webcast	Status Meeting webcast	Status Meeting Strategy meeting for Q3 + following	Status Meeting webcast	Status Meeting webcast



Advantages

Instant action

Local presence

High efficiency

Transparency

Know-how and expertise

Minimal ramp up training

Flexible performance in time

No long term obligations

Success based commission model

Commercial Standard Model

Charge on time and material

Monthly retainer, commission and expenses

Success based commissions on revenues

Monthly clearing

Contact

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