

## Our Company

Communicate! Management GmbH (**Communicate!**) was founded 1994 with one important strategic objective in mind: to excel in designing, executing and delivering high level services for the Information and Communication Technology sector (ICT). We assist our clients facing new challenges and dealing with rapid growth. We help international companies to enter the European market. Our mission is to be a trusted partner and a reference point for companies dealing with ICT related challenges. We have grouped our services in 3 business units:

- Business Development
- M & A Services and
- Best Practice Consulting

## Business Development for Offshoring companies

*Does your organization possess the skills to consistently sell profitable outsourcing business? Is your sales team ready to take advantage of the many opportunities that the increased growth and acceptance of outsourcing have created in every industry?*

Unfortunately most companies struggle in their attempts to sell outsourcing services. There may be many reasons for this but a common one is that selling outsourcing is dramatically different and more complex than what many organizations have traditionally sold before.

In order to effectively sell outsourcing in Europe, you will need to sell to higher levels within the organization and manage a sales process which involves a greater number of people on both the buyer and service provider side. Most organizations struggle in this new sales environment and end up incurring significant costs and lost business, such as:

- Longer than necessary sales cycles
- Risk of signing unprofitable deals
- Unfavorable contract terms
- Lost momentum and delayed time-to-market
- Damaged company reputation
- Higher than necessary cost of sales

In order to avoid this we have compiled special Offshore Outsourcing Services to help Offshore Outsourcing service providers generate viable business opportunities and increase revenue. Our strategic consulting services include:

- Product/Service Review
- Market Segment Research and Analysis

- Optimizing Positioning Strategy
- Win/Loss Analysis
- Lead Generation and Pipeline Development
- Account Management
- Teaming and Alliances
- Executive Advisory Services

What marketing and sales strategies will position your company to win? How and why should you position your company in the business media? How can you gain entrée to decision-makers and influencers? .....

### **Target Clients**

Our target clients are international Offshoring companies wishing to enter the European market with the immediate need to have a first presence in Europe at reasonable cost. We aim at long-term partnerships with our clients in order to assist them in all development phases while addressing their strategic ICT business challenges and working side by side to obtain satisfactory results as a team.

### **Executive Team and Work Force**

We have an outstanding executive team of multilingual entrepreneurs. Our managing partners have disciplined specialization, senior-level with international operating experience, exceptional talent and a minimum of 15 years of senior top management curriculum in the ICT industry. Our executive team:

- Miguel Martin Calle – Managing Director
- Gian Piero Alpa – Managing Partner
- Helmut Brunner – Managing Partner

Our consultants offer well founded experience from international projects and from working with multinational consulting companies, having domain expertise in important vertical segments.

### **Your Contact Point**

Please contact us for more information in your focus area or to ask for a case study:

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