

US-MARKET SPECIALIST - Sales, Business Development and Consulting
Technically advanced products and system – Specialized in Industrial Automation and
Capital Equipment / Machinery

**Taking Your Business
to the Next Level**

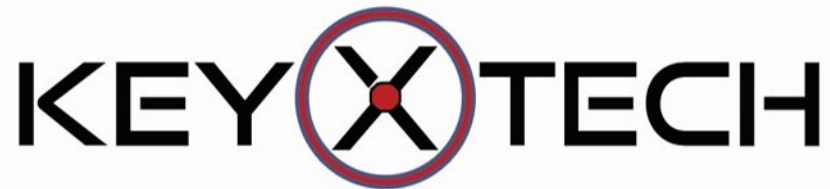


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Business fails to grow further

- Why are sales relatively small in the US, even though the market potential is so large and the company is successful in the domestic market?
- Obviously, the product is of great importance. Some US-customers have recognized the value and they are buying it. It is just not selling the way it should.
- The possible reasons are many, but there are some that are predominately occurring.

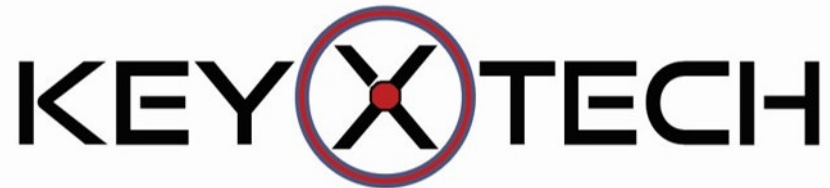


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Presence, Brand-Name Recognition, and Marketing

- There could be a lack of brand-name recognition, which naturally relates to market presence and marketing.
- The greatest product in world will not sell, if nobody knows about it.
- Customers don't necessarily share how great a supplier is as they are focused on keeping their competitive advantage.
- The product might be some kind of a well-kept secret that nobody wants to share.

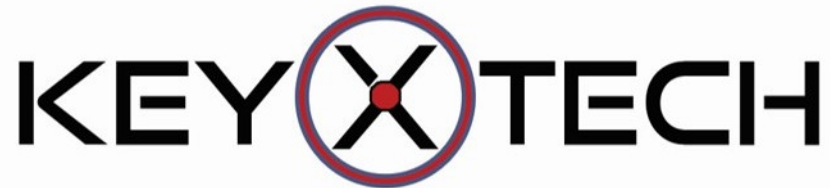


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Product Portfolio

- Sometimes, customers won't consider suppliers due to a limited product portfolio, even if a single product is superior to the competition.
- Part of the product portfolio could be missing US-specific features.
- The competitive situation could be different in the US.

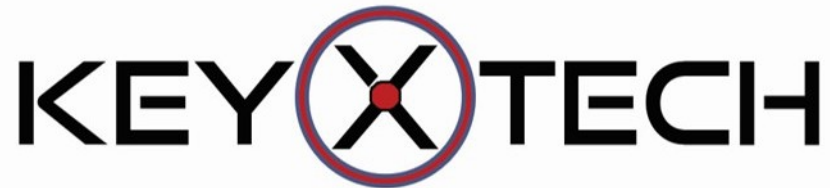


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Size of Territory

- Lack in coverage could be a problem.
- Some customers don't like to deal with companies that cannot support them nationwide.
- Depending on the size of the operation of the customer, these requirements for service may vary.

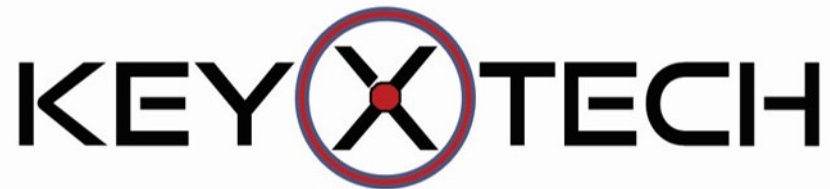


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Market Price

- The achievable market price could vary with the application.
- The product could be over-engineered and too expensive for many applications.
- Lack in brand-name recognition could have a negative effect on the price the customer is willing to pay.

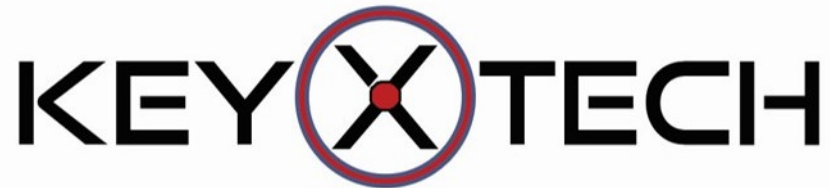


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Market Price (continued)

- The competitive situation could have changed.
- The competitor could be local and only selling in the US-market.
- Pricing might be generally lower in the US than in the domestic market.
- A competitor, who has a much larger offering in general, could be utilizing discounts on package deals to secure his business.

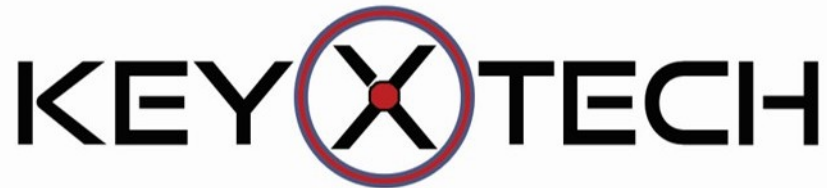


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Sales Channel

- The structure and or motivation of the sales channel could be hindering the growth of the company.
- For example: A distributor signs a distribution agreement with a supplier. This doesn't necessarily mean that this will generate sales for the supplier or that the distributors even intends to increase sales for the supplier.

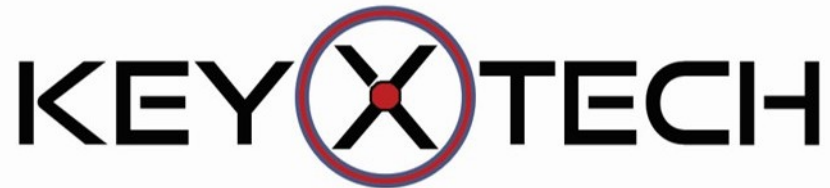


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Solution

- Understanding the specifics of the market and competitors as well as the needs of the customers is essential.
- In hindsight, the company should have started out with advice and a structured plan from an experienced specialist.
- A great start with a few customers is a very positive situation and encouraging, but it doesn't relieve the company from developing a stable sales channel and customer base for sustainable growth in the US.

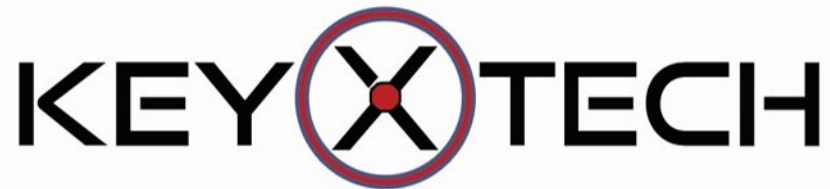


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Solution (continued)

- Any deficiencies in Presence, Brand-Name Recognition, and Marketing, Product Portfolio, Territory Coverage, Pricing or Sales Channel will catch up
- Flexibility and willingness to make things work will absolutely be required.
- Feedback from the US-market should be not be taken as personal criticism; the requirement for the US-market are just different in many cases.



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Solution (continued-2)

- Strategic partnerships with certain organizations and customers could be a possible scenario to earn market acceptance more quickly and create a reference early in the process.
- KeyXTech can advise and support with a structured plan to successfully grow the business in the US and take it to the next level.
- Our job is to help the company avoiding the costly procedure of learning by doing.