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Business Development Services

Business Development Executives is a full service business consulting operation helping you establishing or expanding your business operations in the United States. Based on 18 years of business experience developing new markets and delivering services in the SAP space we offer solid business analysis and advisory services designed to help you define the right go-to-market strategy for your product and your solution in the US. Our extensive partner network can help you form the right strategic alliances to accelerate your business and see returns faster. Once a strategy is in place, our consultants enact on it by conducting product specific and solution oriented webinars, represent your organization at trade shows and in on-site sales meetings. Newly generated and existing leads are tracked in secure web based CRM databases accessible for you and us jointly. Leads are qualified through phone and e-mail follow-up, all leading to one goal: expanding your international reach and closing more deals quicker.

Business Development Executives, LLC
YOUR FULL SERVICE STRATEGIC DEVELOPMENT TEAM

Offered Services

- Business analysis and advisory
- Mergers and Acquisitions
- Go-to-market strategy development
- Strategic alliance formation
- Marketing services
- Trade show representation
- Webinar solution presentations
- Sales lead generation, qualification and effective tracking
- Consultative sales approach
- Change management and project management consulting
- Technical first level support
- Phone answering services
- Local representation
- Office services



Business Analysis and Strategy Development

Every strategy is only as good as the data points it is based on. Understanding your business, the value of the solutions you provide to your customers and what it takes to successfully deploy it in the US market is key to defining an effective go-to-market strategy. Business Development Executives work closely with your team to understand the buying pattern of your customers while elevating your software technology to a business solution proposal that fits the requirements of the target market. We help you position your solution in the right terms and in the right context to get access to the full purchasing power of the US market.

Getting the strategy right and winning your first reference-able customers is the basis for a scalable business.

After all, your goal is to expand your business beyond your home markets and successfully increase the reach of your organization, becoming a player in the international software market with presence in the United States.



Lead Creation, Tracking and Lead Qualification

You defined your strategy and you created leads through very pointed trade show presence and presentations, so now it is time to qualify your leads and build up the names you collected into solid prospects for your solutions. Business Development Executives provides you with highly technology savvy personnel to represent your products and solutions. Our team takes the results from your direct marketing efforts, turning opportunities into leads, tracking them over time and qualifying them into prospects. We offer your prospects consultative regional sales support through personalized webinars and on-site meetings, remotely supported through your pre-sales and sales experts, eliminating the need for you to travel for the initial set of meetings while we are still jointly gauging the prospect's interest. Once we have entered the proposal stage, your sales team will successfully close the deal.



Marketing Concept Development and Webinar Support

Name recognition and Market awareness are two key components of a successful entry into a new market. Which trade shows to attend and which media to use is important information to maximize the impact of your marketing spending.

SAP's and its partners' marketing programs differ substantially from offerings traditionally available in Europe. Our advisors have attended many events all across the United States and Europe to help you compare, understand and make the right selection for your specific target audience.

We will enhance a solid trade show appearance plan with educational and solution specific webinars, guaranteed to win the interest of your potential customers. Newsletters and e-mail campaigns complete the marketing approach.

Over time this combination of efforts will build a solid database of prospect names who have actively displayed interest in your products and services and form the basis for your direct sales efforts.

JOCHEN C. HAGER is a results-oriented and proven professional with 25 years of start-up and high-growth experience leading business development, alliance sales and marketing initiatives. He is an expert in translating business requirements into product based solution proposals, analyzing existing operations and implementing strategies, processes and technologies to improve organizational performance. He has extensive experience in SAP, ECM (Enterprise Content Management), and storage technology to help companies improve operating efficiency, reduce cost and increase revenue. Jochen held positions in Business Development, Strategic Alliance Management, Service Management and Administration with 170 Systems, Mobius Management Systems, Open Text / IXOS Software and other organizations.

