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International marketing and sales consultancy

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Flexibility for YOUR international marketing tasks

In cooperation with/or separately from your marketing-/exportteam I can assist in the fast development and implementation of important marketing tasks. You profit by my [international experience](#) which is – together with my ‘marketing network’ - at your disposal.

The advantages:

- **Flexible marketing capacity** – available for the marketing-/sales-/exportmanagement and its full range of respective tasks
- **Systematic, speedy, and targeted support** - for your international marketing projects
- **Implementation and profit-orientated project work** - (i. e. targeting your needs and those of your clientele !)
- **No permanent load** of your pay-roll, but flexible arrangement

Especially the following tasks are perfectly suitable for my **assistance in preparation and practical implementation**:

- **Market- and country selection** – see link above - (definition: Market-/Marketingpriorities)
- **Market assessment** for the preparation of a market organization, i. e. selection of potential clients and/or all kinds of sales partners – from ‘direct clients’ to licensees or cooperation partners, from ‘simple’ distributors to a perfect partnership
- **Develop and implement** export-, sales- and marketing strategies, market care concepts and much more – if needed/requested also in your name
- **Organization and examination** of new and/or existing marketing structures
- **Analyses of the marketing potential** – e. g. for the management of already existing marketing channels

Preparation and implementation of international marketing tasks

Preparation tasks

- **Preparation and organization** of international marketing projects, exhibitions and the like
- **Market and country selection** (portfolios)

Market selection

Procurement and evaluation of important market information (normally executed in 2 – 3 steps:

- 1. = Evaluation of marketing-CDs which are available with and official databases accessible by me** with several million European company profiles,
- 2. = Internet** – Evaluation of the available data banks – especially from the different local organizations as well as further country information,
- 3. = partly partners** from my international network)

- **Definition of market chances** for you –e. g. taking also into consideration technical needs
- **Detailed market analyses** (acc. to the parameters made available by you)

Analyses of the potential

Potential-analyses in order to manage and care for the sales channels <existing and new !>

- **Calculation of market/sales potentials** in key-/target markets (based on your existing experience with different sales channels – also hybrid marketing organizations = use of different sales channels parallelly to one another, depending on the country/mentality referred to)
- **Critical examination of the performance** of existing marketing organizations resp. partners
- **Definition of success potentials** for sales targets for the various sales channels

Evaluation and processing of the market information collected

Marketing strategy as a preparation for the market entrance:

- Development of a consistent **marketing strategy**
- **Review and/or adaptation** of an existing marketing strategy

Examples of a marketing and sales strategy to be defined

- Distribution strategy
- Organization and taking care of sales partners
- Marketing- and sales support/services
- **Always >>** maximum concentration on your clients – and their ‘final’ clients !!

Implementation of the strategies

All proposals and solutions defined on the level of conceptual work **can be implemented under my project management – or, if requested, by myself.**

Examples for implementation of marketing management projects

- Selection and evaluation of marketing/sales partners
- Organization of sales networks (if need be - including contractual agreements and definition of sales targets to be reached – based on the analyses made above)
- Development of concepts for the management of sales partners
- Development of concepts in order to reach/care for clients – based on the different European countries and their mentalities

Basis of cooperation between us
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1. My international [Marketing- and sales experience](#)
2. My business experience (see also above CV)
- 3.

There exist different possibilities of cooperation between us:

- **Marketing assistance 'on demand'**

Depending on the task-structure we can agree on a few days per month – also e. g. in order to accompany permanently your activities in Europe and developing new ideas/ways from time to time

- **Cooperation in the frame of a defined project**

You call for my assistance on a project-by-project basis based on separate contracts

- **Mixture of these two, including a ,success portion'**

For projects including an implementation portion (e. g. for the organization and implementation of a sales network - based on my suggestions) we can agree on a ,success portion' of the remuneration.

Reasons for a cooperation with me ...

My international marketing and sales-knowledge

- **is available immediately > speed, concentration on you/your clientele, targeted work, staying power**
- **is, although based on daily fees, less costly compared with a well-/internationally-trained employee**
- **offers additional – flexible – resources which don't load you pay-roll permanently, however, are reliable**
- **bases on permanently kept ,up-to-date'-marketing knowledge from international data sources, respective newsletters, etc.**
- **offers the above mentioned competence in international markets and the local mentalities**
- **provides worldwide [references](#)**

Please [contact me](#) for more details.

Best regards

Michael Richter

Other: - Timely restricted marketing responsibility for European countries