

Export & New Markets Sales Development

Our company takes care of developing sales in foreign markets making sure that the customer is always very clear about both execution and timing.

Our internal and external staff work mainly as an agent with product and market-specific experience, using contacts with distributors, importers and end customers from almost all useful sectors; this is done through our B2B and direct marketing on the basis of market research commissioned to us.

We have databases for mass-produced, or hitech industrial products as well as for large-scale global organised distribution (GDO, HORECA etc.).

Customer acquisition takes place in concert and in close cooperation with the customer company. English, French, German, Spanish, Russian and Chinese are the main languages, but not the only ones you can use..



Our working method involves direct, constant contact with foreign sales networks and dealers/importers. We specialise in black industrial and plant engineering markets in general, with design capabilities and construction permits in each country, as well as offering after-sales maintenance and plant operation services with SCADA and telemetry systems.

Only in this way can we quickly and easily get to the result: we talk to them, we know what they are interested in and we put them in direct contact with you.

TAILOR-MADE

Each project is tailor-made and must be based on the needs of each individual company and take into account the specific objectives and market areas of interest. This is the only way to find customers in our client's specific sector.

THE OBJECTIVE

The goal we set for each of our projects is to:

- › The acquisition of a customer portfolio.
- › Opening or consolidation of new foreign markets.
- › Creation of a working method and transfer of skills to the enterprise.

WHY CHOOSE US

DIMENSIONS: In our company there are 25 companies already present in the major foreign markets as representatives and we were established in 1996 in the USA and then in Germany.

REFERENCES: Our references can be seen on www.nico-cerni.com and we believe they can testify to how we have become, on the international scene, one of the most important companies specialising exclusively in building both foreign sales networks and direct B2B channels.

THE EXPERIENCE: The greatest advantage our customers have is that they benefit from a structure that has been supporting its customers in building their sales network for 30 years. Building a sales network, for us It also means, in addition to finding the right partners (direct staff, commercial or technical agents or resellers), advising the customer on the most appropriate choices.

CUSTOMISATION: Fundamental to developing a new project or expanding into a new area. Our services are all tailor-made and targeted to the customer's needs.

SUPPORT: A dedicated and experienced official who can best advise and follow you throughout your search. In each market you will have a dedicated officer

CONFIDENTIALITY: Being able to explore new markets without the competition knowing. We like to say that we provide our customers with 'concrete' and 'easy' support, and each of our business development projects is TAILOR-MADE and SPECIFIC TO EACH SECTOR and is focused only on the countries most receptive to that particular product. We always want to share our objectives with our customers, and we keep them constantly updated on the results and the work done. A winning synergy that allows the entrepreneur to achieve his goals in a determined and certain period with experienced export professionals at his side.

THE METHOD: The method we adopt is based on our knowledge of sectors, distribution networks, foreign customers and the experience gained through years of work in various foreign countries.

Our method, combined with the expertise of our staff, is the winning key to an effective foreign trade route.



THE ADVANTAGES:

- › A much lower cost than hiring an Export Area Manager directly in the company. or even a simple foreign language correspondent or export clerk.
- › Flexibility in foreign business development actions that allows the customer to invest even for a fixed period.
- › Rely on a Temporary Manager, an experienced professional in foreign business development and specialised in the various product sectors and market areas.
- › Being supported by a company with 30 years of experience, with a team of in-house officials experienced in export and overseas business development processes.
- › The direct and constant relationship between the client, the Temporary Export Manager, and our staff.
- › The constant and timely evaluation of sales results.
- › The acquisition by the customer of a working method.



SMART WORKING

We have been practising SMART WORK remotely since 1992 and can offer specific capacity to organise it in every company, protecting data secrecy and the ownership of trade secrets.

OUR ASSOCIATES:

- › Professionals with decades of experience in foreign sales, including in technical fields with design and service skills.
- › Equipped with the ability to study and plan a targeted commercial action.
- › Specialised and knowledgeable about customers and target markets.
- › They speak the language of the target country fluently.
- › They are managers with strong interpersonal skills to best support the entrepreneur.

COMMERCIAL ACTIONS:

- › Study and analysis of the target market.
- › Competition analysis.
- › Mapping potential customers.
- › Direct contact.
- › Commercial management.
- › Coaching in face-to-face meetings with potential customers.
- › Presence at trade fairs in Italy or abroad.
- › After-sales management.

THE EASY WAY TO EXPORT

Easy and conscious exporting for start-ups and SMEs

Very often, start-ups and SMEs that have never sold abroad or have only made a few sporadic sales across borders do not have a clear idea of the most interesting markets for their product. In addition, what holds owners back in starting an export business is the lack of a definite timeframe for a return and thus a confirmation of the initiative undertaken.

That is why we developed Export Team - a simple and clear project with definite results within a defined time frame. A service

dedicated to start-ups and SMEs that make the flexibility of their product and offer their strong point.

The project includes well-defined phases, the first of which is the verification of the most receptive and favourable market for the product

of the company; we then move on to the phase of searching for potential customers with well-delineated profiles to verify their interest in buying.

This service, allows companies already within the first 4 months to have the first concrete feedback.

Export Team is therefore a clear and 'fast' route to effectively and systematically attack new foreign markets, thus avoiding long paths often made up of costly and ineffective attempts.

Our working method is based on the knowledge acquired over 30 years of working with foreign sales and distribution networks and always starts with a preliminary analysis of the product, our customer's organisation and its development goals in the specific area of research.

Years of research have made us familiar with potential customers, agents and importers operating abroad; we can therefore best identify potential contacts working in the area we are asked to.

After we have verified the interest, we put you in direct contact with the foreign contact person to start the business negotiation immediately.

It is thanks to the countless searches we have carried out over the years that the profiles of the professionals and distributors we know are always up-to-date:

- ▶ The sales area
- ▶ Products covered
- ▶ The type of clientele
- ▶ The work area
- ▶ Interest in acquiring new products

Each of our interventions is customised, so after an initial analysis of our customer's requirements we will carry out:

TARGETED RESEARCH: Our employees directly contact agents and potential foreign customers in a targeted manner only in the specific sector, finding those most suitable and interested in our customer's business proposition and who are interested in buying or representing our customer's products.

SELECTION: We select the most suitable ones based on the interest shown and the specific characteristics of the search. NOT JUST NAMES, BUT PEOPLE WHO HAVE DECLARED TO US IN WRITING THAT THEY ARE INTERESTED IN OUR CLIENT'S COMMERCIAL COLLABORATION PROPOSAL.

CONTACT: We put them in direct contact with you for a period of 'field' testing.

NEGOTIATION AND ACQUISITION: Our customers' offers are assisted by our experience to overcome any difficulties even in new and distant markets. Even offers of a technical nature are accompanied until the order is acquired thanks to the professional skills of our employees.

FINANCING: In view of the crisis in the banking and financial system that has persisted since 2008, we have organised turnover and working capital financing services, thanks to our preferential relationships with major banks and private financial institutions (including Commerzbank, Barclays, DSB, HSBC, Banca Pop Milano, Credit Agricole, Paribas, Sella, Casse Coop e Artigiane, Credit Reform, Hermes, etc.). With the simplified use of factoring and assignment of credit, companies can obtain immediate liquidity at very low costs (3 to 5% on average of total turnover), with no risk of payment on maturity.

For corporate financing we organise:

- ▶ Project Financing
- ▶ Non-recourse and Recourse Factoring
- ▶ Advances on foreign sales contracts
- ▶ Advances on progress payments
- ▶ Capital equipment leases and lease backs
- ▶ Financing trade fairs and IT networks for Smart work
- ▶ Non-repayable loans for capital and interest for foreign subsidiaries and new production facilities
- ▶ Financing of know-how (IP) and patents

INSURANCE: We specialise in credit insurance and comprehensive policies on plants and net production (All risks and de risk 95%)



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