



Partner Evaluation

Are you allocating your limited resources to the right partners? Where should you increase your market position? How do you ensure that you have the best partners on those markets with the largest potential?

Partner Evaluation - advantages and yields

- View over the different markets' potential and partners' performance
- Clarification of your current markets' potential
- Knowledge about compatible partners
- Obtain more focused utilization of your internal resources
- More focused dialogue with your partners
- Security that you use your resources correctly and efficiently

Markets and partners are different...

...and should therefore be treated differently. To obtain a profitable position on your export markets it is important that your partner is the right one and that you cooperate in an appropriate way. This is done by continuously evaluating your partnership and your partner. But how do you evaluate your partner? DIBD has developed tools by which you can effectively measure the market's potential and the partner's performance and thereby ensure the optimum sales and cooperation.

How does partner evaluation help you?

Partner evaluation is used to evaluate the company's partners and countries/regions and is used to give guidelines on how and on

YOUR NEEDS ARE IN FOCUS - THEREFORE WE OFFER:

Firm specific workshops

where only your company participates

Firm specific implementation

where we ensure that exactly the tools you need get accurately implemented in your company

Seminars with participants from other exporting companies who have the same challenges as you

which markets/regions the company should strengthen its markets position. Furthermore, a more effective partner evaluation will visualize the development in the company's market position on the individual markets. The tool thus makes a basis for a discussion about whether the company allocates its resources in an appropriate way and whether the chosen entry mode is right.

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