



# Partner Guide

Do you have a long term strategy for your international markets? Do you want to ensure good cooperation with your partners from day one? Do you continuously want market feedback and stay in touch with the market development?

## Partner Guide –advantages and yields

- You appear as a professional and attractive partner
- You attract the best and most enthusiastic partners
- Improved outlook over business activities and an optimum utilization of sales resources
- Security that cooperation with your partners gets continuously developed and streamlined to ensure increased sales figures
- Faster and more efficient market and distributor start-up

## Partner Guide - what does it mean?

Many companies have not prepared the future partnership sufficiently when they start cooperating with external partners in terms of selecting the partners and in relation to what your company can offer the partner and add to the partnership. You are so to speak not actively involved in managing your marketing effort internationally. Detailed plans and strategies are not made and your company does not demand enough from the partner. In other words many companies are not conscious about their marketing mix and therefore they do not communicate and discuss this with their partners.

An increased consciousness about what marketing initiatives the company will emphasize will generally lead to increased sales fig-

## 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

ures. It is important to underline that the Partner Guide is not a theoretical exercise, but a fundamental piece of practical work the purpose of which is to create the base for the increased sale!

The Partner Guide is a description of the cornerstones you meet when cooperating with your partners and what you can offer as a producer.

**By implementing the Partner Guide you will:**

- Get the ability to attract the best partners
- Demonstrate value creation in the partnership
- Ensure increasing sales figures
- Demonstrate seriousness and professionalism
- Build a platform for negotiation with your partners
- Get swifter implementation of the partnerships
- Harmonization of expectations

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