



**externCom**  
Marketing and Commercial



**Giving answers**

**Carrying out solutions**

**Analysing profits acquisition**

Commercial performance optimization  
Sales profiles recruitment  
Sales force training  
Customer satisfaction survey  
Mystery shopper survey  
Benchmarking

Subject: Succeeding in 2010

Fontenay aux roses, 2010

Dear Sirs,

The top-quality relationship I have built up with my partners' network, in this case Mr. NACCACHE, leads me to present you my *savoir-faire*, well-known as a success accelerator.

**ExternCom** enables your company to outsource all missions of trade performance optimization on specific occasions.

**Since 2003**, we have been carrying out visions and actions to secure companies, as well as teams and men's commercial durability.

In 2009, we have launched Promotional Items and Communication Department.

### **ExternCom added value contributions**

On each mission, our goal is to improve commercial growth and sustainability by providing strategic visions and operational actions in order to :

- Optimize a development plan consistency and synergy
- Create, conceptualize and implement success leverages
- Support and set up both efficient and easily understandable techniques and methodologies that will secure your commercial durability.

Looking forward to meeting you soon,

Yours sincerely.

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**Ensuring their company's durability and development is of utmost importance** for business top managers. However, giving time and required expertise to achieve this whole mission is not simple.

**In order to maintain and stimulate growth**, anticipating and innovating are company's key commitments. Thus, constant creation of new products, new services and competitive advantages will bring up tomorrow's margins.

*ExternCom marketing expertise will assist you in optimizing your positioning of today and tomorrow.*

**Keeping commercial results up**, developing customer loyalty and capturing relevant market shares remain our daily stake.

*On every assignment, externCom will provide the added value you need for your sales actions, by implementing techniques and methods that fit your structures and trades. Our goal is to have a leader approach.*

#### Results overviews :

- With a fruit and vegetable distributor and packager (250 p., 53 M€), after 18 months of regular and consecutive missions :

*Export Department raised by 35 %, GMD by 42 % and RHD also experienced a two digits growth by 11 % in 2007.*

- With a design office, after 3 complementary missions :

*In 3 years, between 2006 and 2008, turnover and margins have doubled. In 2009, the development and recruitment plan introduced late 2008 allowed the company to be positive on market which has fallen by 40 %.*

- With a flour miller, 250 customers in 22 counties:

*Our action plan enabled to save 40 000 € and to double the sales efficiency.*

- Since September 2008, we have been carrying out 3 recruitments :

*With a 100 % success, the sales force secured a return on their recruitment a month after integrating the company.*

- 2 years regular training for a retail shops network :

*We managed to improve 100% of issues, 50% of which improved by 100 %.*



### **Major marketing and strategic issues we deal with and solve:**

- Noticing and choosing the relevant market segments
- Differentiating our offer
- Answering price cutting requests
- Facing competitors with low production costs and tariffs
- What is the limit of our customized offers?
- Can a client loyalty be measured? If so, is it increasing?
- Are major customers identified? Are there any specific actions applying to them?
- Is growth strategy strictly identified and handled?
- Does my commercial action contribute to my customers' growth? Yes or no?
- Is my business durability secured?
- My brands reputation is gaining power and that can be measured!
- I hold and even reduce my customers' purchasing costs
- Evaluating advertising and public relation costs is difficult
- Sales force productivity seems to be inappropriate or miscalculated
- I have issues dealing with various distribution channels
- In my company, not enough departments/services are customers oriented

### **Most usual challenges:**

- Customers skills and price consciousness is increasing
- Customers want shortened deadlines and easy practices
- Customers loyalty is decreasing
- Customers find less and less differences between brands and services.

### **Most common difficulties:**

- Our products are not different from our competitors'
- In order to gain markets we often have to offer numerous services
- Competitors adjust their prices so easily
- Advertising and promotional expenses are increasing while their returns are decreasing
- Sales force is more and more expensive



### External skills' contribution

is no more to be proven and gives added value to a company development thanks to :

- An external point of view in order to take the right directions and decisions
- Expert skills to take as much time as needed while respecting deadlines
- Contributions on methodology, new trade and management techniques that fits both your market and your company's social and economical conditions

## Profits

As soon as you decide to launch a performance optimization action, means of progress allow you to **get new opportunities...**

Benefiting these means of progress provides you with **higher incomes** compared to missions' costs.

On each mission, we measure satisfaction goals and profits acquisition in terms of :

- Aims in terms of means : answers are methodological and technical contributions
- Aims in terms of results : results and contributions are measured to **reach the results we expected**

### Our competence is needed when...

- Your turnover neither fits work quality nor market possibilities
- You want a neutral evaluation of your company's potential development
- You have to overcome a commercial crisis
- You are not reaching 100 % of the expected results
- Your margins are decreasing
- You need more time in order to focus on your main assignments
- You have to keep level up on your market.



## Various service ranges

To assist your development:

### 1. Specific advice and contribution on methodology and techniques

- To optimize sales approach with efficiency
- To increase turnover and margins
- To overcome a commercial crisis

### 2. Commercial support and tools

So that each company can receive sales tools that fit their target, market and budget

- An intra / extranet to: increase communication and administrative management efficiency
- An efficient CRM: Customer Relationship Management is an essential tool to reach commercial efficiency
- Display and sales support tools: to benefit from the best sales support available

December 2009 – Creation of our **promotional items and business gifts department**:

*Marie COZETTE, with 25 years of experience in this activity, will assist you to choose and purchase the good promotional items and business gifts*

### 3. Sales and marketing services externalisation

(Next page)



### 3 . External sales and marketing services

|                     |   |
|---------------------|---|
| <b>Recruitment</b>  | of any sales profiles: managers and sales force                                 |
| <b>Training</b>     | of field and support sales force  |
| <b>Management</b>   | Marketing // Sales, occasional management of teams                              |
| <b>Optimization</b> | of sales managers on their daily missions.                                      |
| <b>Analysis</b>     | on sales:<br><br>Yearly / handover / takeover / <i>business continuity plan</i> |

#### **Implementing**

- Direct marketing
- Benchmarking
- Quality survey
- Mystery shopper survey

#### **Feasibility studies for**

- new commercial launchings
- company creation or takeover
- combination of continuity and development plans



**These services are offered with:**

**Studies on your development plan strengths and weaknesses in order to:**

- Adjust sales possibilities and opportunities
- Improve and build a dynamic of economical intelligence
- Give priority to missions according to goals in terms of means and results to reach for:
  - Market studies before launching new projects
  - Company handover and / or takeover, including creating a white paper to
    - Promote the company strong points
    - Highlight potential emerging points
  - Business Continuity plan
    - Adjust potentialities
    - Display necessary means to reach a positive and sustainable business upturn.

**Actions**

Building answers together in order to intervene on the 8 expertise levels of your commercial development plan

|                    |             |
|--------------------|-------------|
| Marketing          | Strategy    |
| Communication plan | Action plan |
| Organisation       | Management  |
| Recruitment        | Training    |

**Follow-up**

In order to keep level up and optimize resources and organisations

- Quarterly performance analysis and / or evaluation
- Organisation and / or participation to monthly meetings



## ExternCom's Added Value

**1 / Ability to optimize a development plan on its whole. In order to carry out the best global and sustainable results, we offer a simultaneous action on the 8 expertises.**



**Are you able to estimate your company responsibilities and your teams' strengths and weaknesses?**

**2 / Appropriate sales promotion intervention on**

- B to B
- B to C
- GMD
- Network business

} **Enables exploiting 100 % of your potential skills**

**3 / Methodology and Solution**

To combine various commercial methods and techniques in order to adapt the present situation, we offer a long experience on operations and strategy

Our solution is a mix of process efficiency and brilliant sense of adaptability














## Our competence is needed when...

- Your turnover neither fits **workload quality**, nor **market possibilities**
- You want a **neutral evaluation** of your **company's potential development**
- You have to launch a **new project** or to **overcome a commercial crisis**
- You are not reaching **100%** of the expected results
- Your **global margin is decreasing**
- You need more time to focus on **your main assignments**
- You have to keep level up on your market

**A brand new idea to speed up your teams' success in 2010**  
**Occasionally add an expert to support your teams**

**External skills' contribution** is no more to be proven and gives added value to a company's development thanks to:

- An external point of view in order to take the right directions and decisions
- Expert skills to take as much time as needed while respecting deadlines
- Contributions on methodology, new trade and management techniques that fits both your market and your company's social and economical conditions

|  |   |  |                                   |  |   |
|--|---|--|-----------------------------------|--|---|
|   | Flour Milling<br>GUBET GUIARD<br>M. GUIARD L. | Complete development plan  | 34 P<br>9 M€                      | Marketing, strategy, action plan<br>and commercial training            | B to B and<br>retail network                                    |
|    | CLIP France<br>M. NETO P<br>CLIP Europe       | Commercial analysis and<br>Sales Project Manager<br>recruitment                  | 225 P<br>45 M€<br>European<br>N°1 | Commercial strengths and<br>weaknesses analysis                        | B to B  |
|   | MANDAR SA<br>M. ABRAMSCYK<br>S.               | Complete analysis and<br>development plan based on<br>2 resignations in 8 months | 250 P<br>53 M€                    | Fruit and vegetable trade and<br>distribution                          | RHD<br>Hyper/Supermarkets                                       |
|    | LMGraphie<br>M. Liauté D.                     | Commercial optimization  | 28 P<br>5,7M€                     | Printing-house   | B to B  |
|    | Sepelco<br>M. Buchotte A.                     | Recruitment and a 6 month<br>development plan                                    | 12 P<br>3,5 M€                    | Indoor display boards<br>manufacturer                                  | Design office<br>Architect et<br>Public Markets                 |
|    | Limited édition<br>M.FAUVEL F.                | Analysis and development<br>plan (2007 and 2008)<br>Commercial Dept follow-up    | 35 P<br>7M€                       | Design office<br>Events and exhibitions                                | B to B  |
|    | EXPO4<br>M. CARVAHLO                          | Complete development plan  | 12 P<br>2,1M€                     | Stands manufacturing and sales   | B to B  |
|   | CYBERGUN<br>Retail shop                       | Carrying out 2007 and 2008<br>training program, 2009<br>management training      | 7 shops                           | Toys and arms replicas importer<br>and distributor                     | B to B and B to C<br>Global training plan and<br>sales training |
|  | IMASYS<br>Mr. MAMOUHDI<br>Groupe STERMER      | Recruitment of a Sales<br>Manager  | 110 P<br>49 M€                    | Commercial diagnosis followed by<br>a recruitment and integration plan | B to B<br>Imaging and vision<br>expertise and<br>distribution   |
|  | Hélianthe                                     | Analysis and development   | 5 P                               | Beauty center  | B to C  |
|  | GIFFARD                                       | Analysis, development and<br>recruitment   | 100 P                             | Upmarket Joinery   | Public et B to B  |
|  | Informatec                                    | Analysis   | 15 P                              | Commercial services  | B to B  |
|  | Influence Concept                             | Promotion  | 13 P                              | Display boards manufacturer  | B to B  |
|  | CHEVILLOTTE                                   | Analysis, development and<br>recruitment   | 80 P                              | Manufacturer and distributor   | B to C  |

Our main clients are companies whose turnover often goes from 600 000 € to 100 m€