



Business Development Process – Global/Regional Sales

OIGP – DRAFT OF TOPICS TO BE DISCUSSED

- Sales, marketing, BD development documents should be as uniform as possible
- Website ID as well
- Account types: Big multinationals: standard programs and lower fees
Medium size mn's: more customized and higher fees
- We should have same capability in some services OUT/TM through the Globe
- Sales approach : Full Attack – several country sales approach at the same time
Sales Mission – BD leaders from several countries approaching client's global HQ
- Sales channels: PROCUREMENT (trend), HR, BD or MD
- Google Search Engine is an important tool, we should be on first page, first 5



Vendors Process- RFPs Procurement seek for:



- Security, to collect:
 - Administrative Info from Partners
 - Finance Info from Partners
 - Insurance info.
- Concept/Program: aligned with client's need and to be compared with other vendors
- Convenience: same program content/quality in all regions needed and same reporting type
- Price: best global fee uniformed or best local fee aligned with local market practice.

Thank You!

