

ADDED VALUE MANAGEMENT



WE GROW YOUR BUSINESS IN EUROPE

Luc WARNOTTE



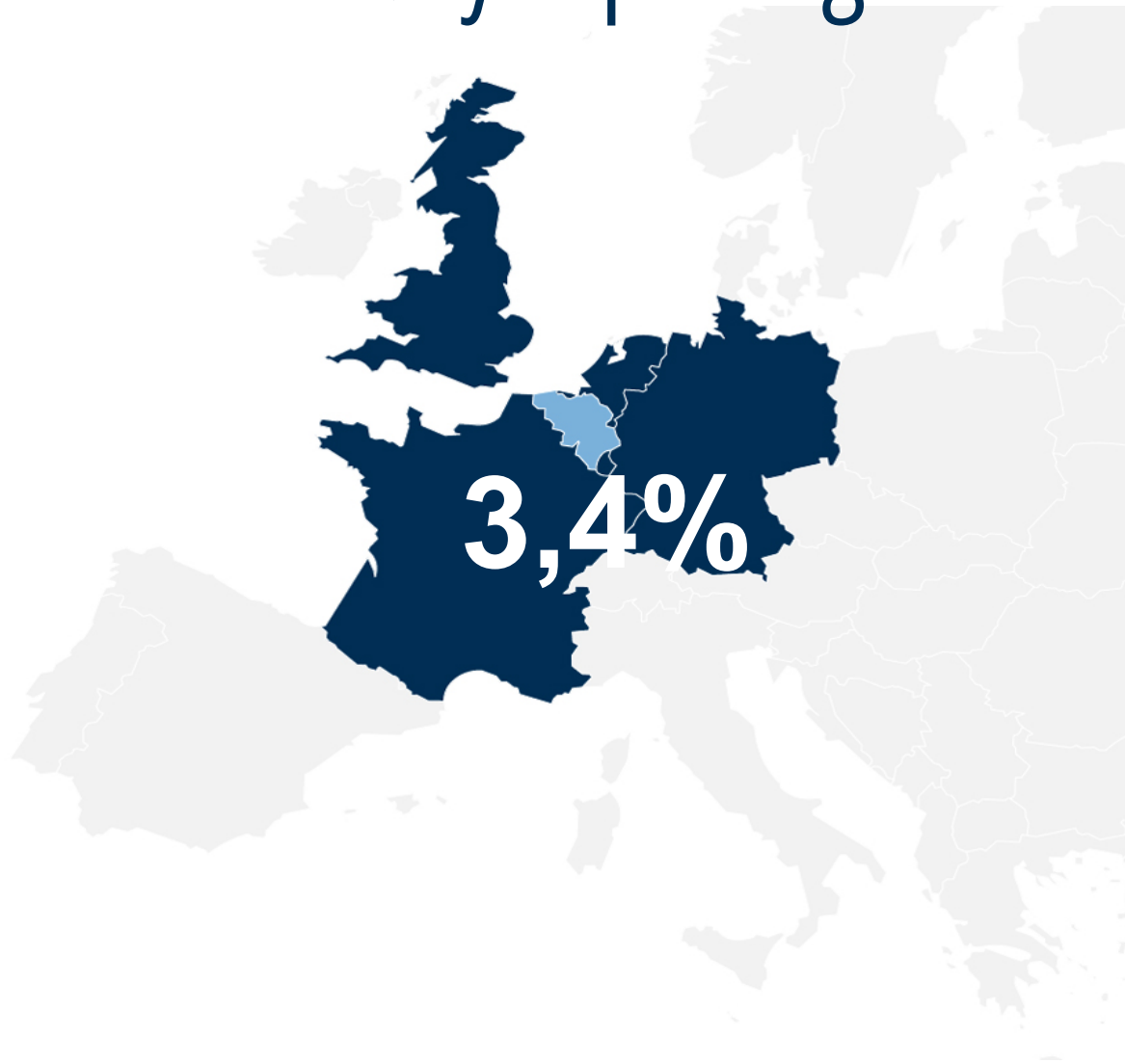
KEYS TO SUCCEED INTERNATIONALLY

Practical experiences to accelerate growth

Luc Warnotte

19/09/2013

Why Exporting ?



Why Exporting ?



Source: Fortune Global 500

Why Exporting ?

CREDIBILITY

VALUE

Sunopsis[™]



ORACLE[®]

70%

Why Exporting ?

Competition



Morgan Stanley



Success Factors

1. Sell your solution
2. People
3. Product management
4. Partners
5. Industrialisation

Success Factors

1. Sell your Solution

VALUE FOR YOUR COMPANY

- Reference = proven solution
- Cash = R&D
- Understand the market

DECISION TO BUY Mckinsey

1. Certainty
2. Performance
3. Financials
4. Convenience



**"We think of revenue like oxygen"
Twitter CEO Dick Costolo**

Success Factors

2. People

RECRUITE

- Competence
- Motivation
- Professional



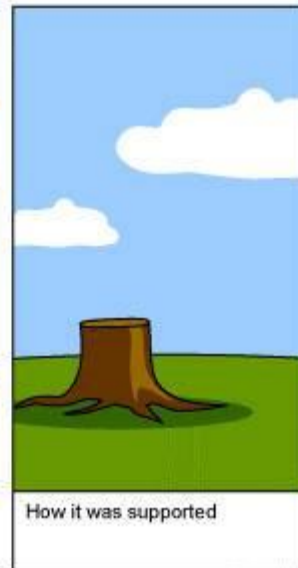
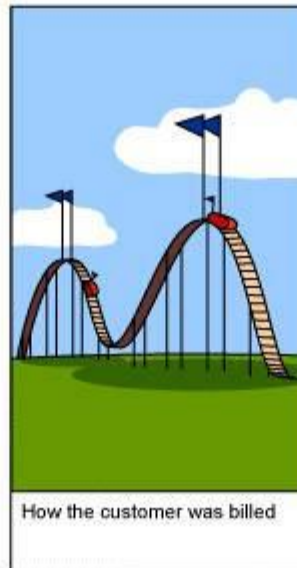
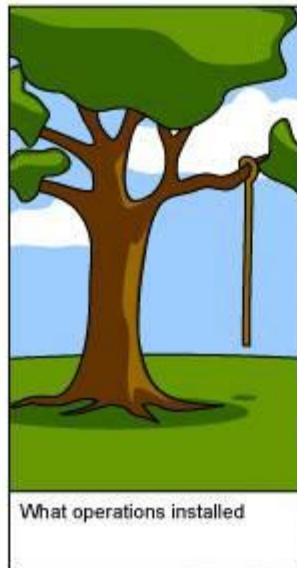
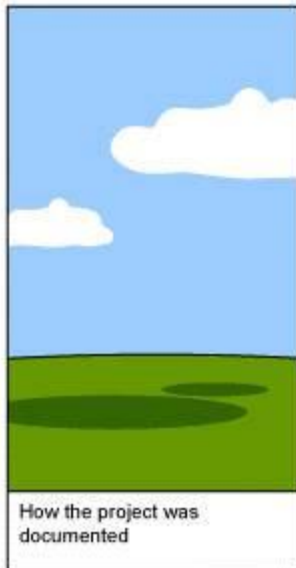
IMPACT ON ORGANISATION

$$C = U + S$$

C^M

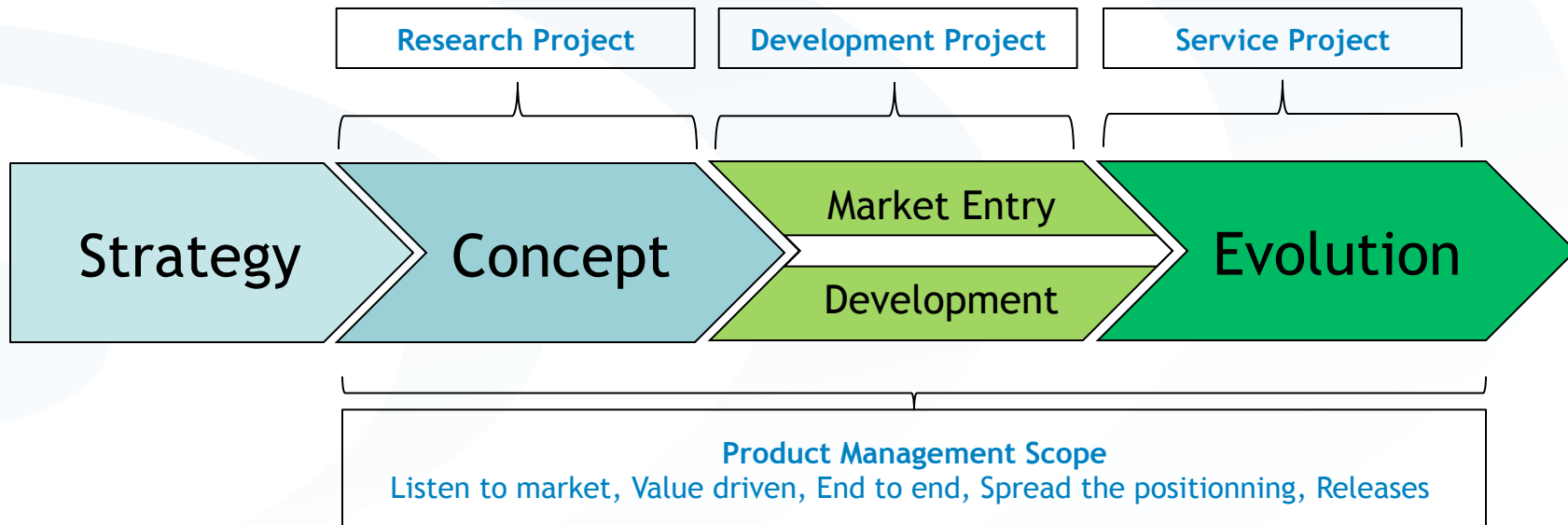
C X P = Industrialisation





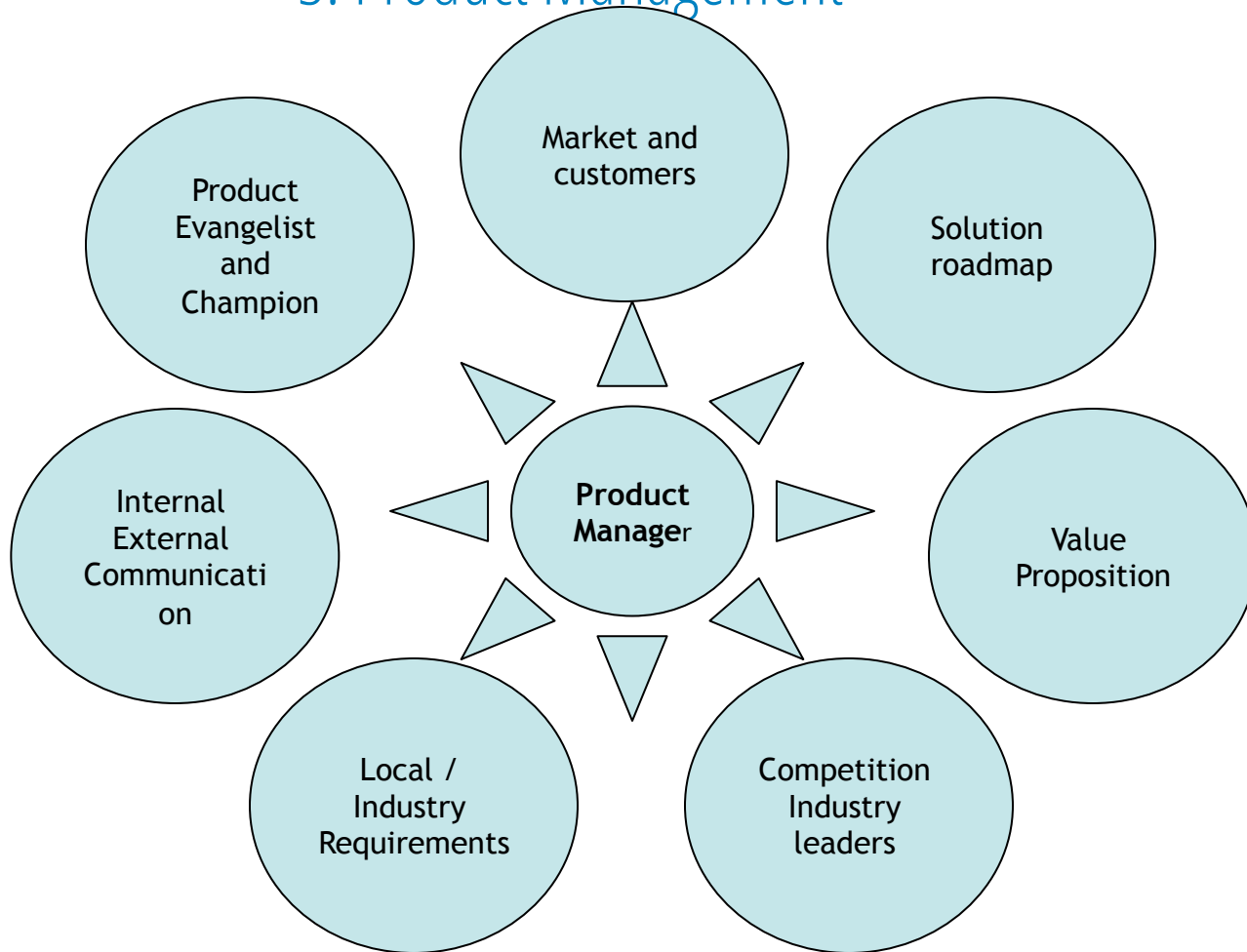
Success Factors

3. Product Management



Success Factors

3. Product Management



Success Factors

4. Partnerships



- Credibility
- Access to decision maker
- Implementation resources

Success Factors

4. Partnerships



From B2C to B2B through Business Development organisation

Apple Authorised Systems Integrator

Success Factors

5. Industrialisation

Best Practices

- Efficiency increase
- Quality increase
- Customer satisfaction
- Cost reduction
- Employees satisfaction

Keys to succeed Internationally

1. Sell your solution
2. People
3. Product management
4. Partners
5. Industrialisation

**The speed of the leader
is
the speed of the gang.**

Mary Kay Ash quote

Keys to succeed Internationally



Sold to



Sold to



Sold to



Sold to



Sold to



Sold to



Sold to



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