



MAGELLAN
EXPORT SALES & MARKETING SERVICE

Magellan Phases

1 - Understand your Market

- Market Research & Analysis
- Market/Product Portfolio Audit

2 - Commercialise your Product

- Create a Marketing & Sales strategy
- Building Sales Structure: Channels, Pricing & Sales Methodology

3 - Internationalise your Business

- Lead Generation & Pipeline Management
- Key Account Strategies
- Partnership Development
- Winning Sales Habits

Further tips on export marketing & sales:
<http://magellan-method.blogspot.com>

The Revenue Booster Scheme For Irish Hi-Tech Companies

The Magellan service is for high-tech companies serious about growing their business over the next 12 months. It requires commitment and is focused on sales results.

It involves marketing and sales experts working within your company over a few months to successfully sell your product or service in overseas markets. They will bring discipline, structure and expertise through a tailored marketing and sales methodology and grow your export revenues.

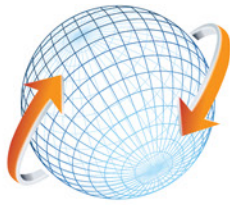
Benefits of the Magellan service:

- ✓ Energize your export marketing & sales activities
- ✓ Build a reputable brand overseas
- ✓ Establish sustainable partnerships
- ✓ Win referenceable and repeatable sales
- ✓ Expand your business into new overseas markets

The Magellan service runs over 30-50 days during a 12-month period. The first two phases of 5-10 days each can be completed within the first month, while the third phase (20-30 days) continues afterwards to build sales momentum and close the first decisive export deals.

The Magellan service is designed and delivered by Geraldine Fusciardi and Norbert Sagnard, two Sales & Marketing professionals with over 40 years combined experience in building international high-tech businesses in software, electronics and telecoms.

All hi-tech clients may have the full cost of Magellan part-financed by government business support organisations when specific criteria are met.



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Case Study CMASS

Belfast-based CMASS is a wholly-owned subsidiary of IFS Global Logistics. As a spin-off from Nortel with over 30 employees and a multi-million pound turnover, they provide high-value solutions to global telecoms companies.

Challenge: CMASS needed to decrease its reliance on one major customer, to commercialise new solutions and to build additional sales channels for their existing and new service offerings.

Solution: The Magellan service was implemented over an initial 6-month period, in which Norbert devised a Marketing strategy to focus on the UCC market, target the Telecoms Industry and offer Remote Software Services.

Working closely with the CMASS team, Geraldine developed a Sales plan around four key service offerings: Factory-based Staging, Managed Services for local telecoms companies, Remote Network Audits (new) and high-value multi-media solutions (new).

A Sales Executive was recruited and mentored to sell in each of these solution areas. A new Sales Information tool was implemented and direct sales campaigns established to increase CMASS's visibility within the Telecoms sector. Potential partners were identified and approached directly.

Results: In the first six months of the Magellan service roll-out, a clear marketing and sales strategy has led to three new partnerships in two countries to support sales (Month 4). Two new Managed Service contracts were also secured (Month 5). A direct sales channel for the multi-media business launched successfully (Month 6) and several customers for the new Remote Audit service were closed with a full product launch planned for Month 8.

Feedback: Barry Mulhern, MD of CMASS, said about the service: "Norbert and Geraldine demonstrated a deep understanding of our business and industry sector, they generated many ideas for how we could increase our revenues, which is precisely what their Magellan service has delivered."



Technology Sales & Marketing Experts

Geraldine Fuscuardi has a successful background in B2B technology sales gained over 20 years working in the UK, USA, Northern Europe and Ireland in a number of successful technology companies both pre- and post-IPO. Geraldine understands the difficulties involved in generating and closing high-value deals, having closed over £20m worth of business with companies such as Vodafone, Microsoft and UPC Ireland.

She has experience in direct sales, channel & sales management, international team management, new product marketing and sales strategy development. This experience has been gained selling enterprise application solutions to Fortune 500 & FTSE100 companies, internet optimisation applications to SMEs for global technology companies Bolero, Manugistics (JDA) & Numetrix (JD Edwards). She has also acted as an advisor to members of the Irish Export Association on how to build their businesses internationally.

Geraldine holds a BSc Joint Honours in Business Administration, Computers and Statistics from Queen's University Belfast and an MBA from Warwick University. She is a Fellow of the Sales Institute of Ireland.

Norbert Sagnard has a successful background in B2B technology marketing gained over 20 years working in Western Europe, Israel, Asia and Ireland in a number of successful technology companies. Norbert understands the difficulties involved in researching and selecting high opportunity markets and positioning SMEs for success.

He has experience in market research, marketing & communication management, international team management, new product marketing and marketing strategy development. This experience has been gained in marketing hardware & software solutions in the mobile telecoms industry for Motorola, GE, Vodafone & Logica and advising technology companies as a marketing consultant on export programmes of Invest NI.

Norbert holds a Diploma in Commerce from Lyon University (France), a BSc in Business Administration from the Münster Fachhochschule (Germany), a Post-graduate Diploma in Marketing from the University of the South-West of England and an MBA from Università Bocconi (Italy). He is a Member of the Marketing Institute of Ireland.

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