

UNDERSTAND MARKETS · POSITION OFFERINGS

Business development & technical sales

Technical offerings need a clear connection to the work customers need to accomplish. We combine business development with technical understanding and active sales support. Together, we identify suitable audiences, applications and decision paths and turn these findings into a practical approach to the market.

We consider markets, offerings and internal delivery together. A qualified contact is not yet an order, and a technical feature is not yet demonstrated customer value. Clear assumptions, appropriate evidence and agreed responsibilities help assess opportunities objectively and plan the next steps.



Structure markets and applications

We identify audiences, customer tasks and relevant conditions. Conversations and available information are translated into assumptions that can be tested. These provide a basis for suitable applications, priorities and initial market activities. Unclear requirements remain visible as open questions rather than being treated prematurely as established demand.



Make technical offerings understandable

We connect capabilities and scope with specific tasks in the customer environment. Prerequisites, interfaces and limitations are described alongside potential application benefits. For proposals, demonstrations and pilots, we structure technical and commercial questions and coordinate the required contributions from the teams involved.



Organise sales and partner work

We support the organisation of lead qualification, next activities and handovers. Consistent criteria can make opportunity assessment more transparent. When developing partnerships, we clarify roles, technical contributions and shared working arrangements. Feedback from customer discussions is returned systematically to offering development and delivery.

From understanding to delivery.

1 Understand

Clarify objectives, participants and the starting position together. Review available information and record open questions clearly.

2 Evaluate

Prioritise areas for action. Compare effort, expected effects, risks and technical prerequisites with the teams involved.

3 Pilot

Implement a manageable scope, test realistic cases and agree the conditions for business acceptance together.

4 Handover

Agree documentation, ownership and ongoing support. Assess outcomes and plan the next improvements together.

Typical applications

- Market entry and development of existing markets
- Technical offerings and complex services
- Partner development and joint market access
- Sales processes, proposals and pilot initiatives

Working together with a clear brief

We advise, strengthen your project team or take on the agreed coordination role. Tasks, responsibilities and professional boundaries are agreed before work begins. Your business teams remain involved in requirements, assessments and decisions. Where needed, we coordinate contributions from technical partners. Results, open points and ongoing support are documented for a traceable handover.

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