

We put you into contact with the
Commercial Vehicle networks and
partners you need!



Where do you begin your entry on commercial vehicles
market in Austria?

Solution: See reverse side

WE

boast extensive experience:



Andreas Brunner has been part of the extended team when a truck manufacturer emerged in Austria as a single structure in the 90ies. He took part as consultant and service provider and knows the persons who were owners or were in charge of free associated workshops with contracts.

Many of them did not take part in the integration into a group structure. Another big private dealer with brand obligation and lots of workshops and sub-offices went into administration. New structures arised from the rest, which hasn't been merged with the rescue company.

Andreas Brunner knows the executives and owners of them and most of Austrian bodywork manufacturers. He maintains frequent business contacts within the industry.

Contact us:

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YOUR BUSINESS DEVELOPMENT FOR COMMERCIAL VEHICLES IN AUSTRIA

Sales and Product Management

- **Mutual short market analysis to predefine strategy objectives**

Some product categories are prevalent distributed by public purchase agencies, some product categories could be placed at bodywork manufacturers. Most of them can be placed at free workshop and dealer structures. We are familiar with these structures and know most of the decision makers in person. Strategy objectives result from local conditions and the product profile.

- **Preliminary information talks with prospective product partners**

Selected bodywork manufacturers and dealers with distribution networks will be met in business settings and interviewed about their perception on involving your product category.

- **Preliminary sales talks with predestinated key accounts and in some cases with political decision makers**

Implementation of Services

- **Translation of website and brochures:**

The language is essential to reach the people. It is an indispensable need to translate the website and brochures into German language.

- **Press releases**

We describe a problem which matches to the USPs of your product. We communicate that you offer the solution. We place articles at newspapers with broad audience to reach political decision makers and the general population. Special interest newspapers might focus on the new market situation, when a new product enters the market. It helps to arouse interest of potential after sales partners.

- **Media monitoring**

Media monitoring is the activity of checking the output in print and online media. The services include the systematic collection of press clippings from print media publications. It is a controlling tool and validation of performance.

- **Preliminary information talks with prospective aftersales partners**

We are familiar with persons who own or are in charge of free associated workshops. Most of them are located near to agglomeration areas.

They will be met on occasions and will be interviewed about their perception on your special product.

- **Description of prospective aftersales partners**

Persons who are seriously interested in beginning a partnership with you will be described in a profile. The profiles will be submitted to you. Consequently a formal invitation for a visit should follow.

- **Business trip with prospective aftersales partners**

We have a lot of experiences in the organisation of business meetings and assistance of international delegations. We offer attendance and support during the business meetings. We organize the transport to the meeting, the translators (if needed) and provide support in all other questions of the participants during their stay.

- **Business trip with journalists**

We maintain contacts with many specialized journalists. We know that a press trip would be noticed in a friendly manner and regarded with favor. We would nominate a press delegation of specified size. We offer attendance and support during the press trip. We organize the transport to the meeting, the translators (if needed) and provide support in all other questions of the participants during their stay.

- **Presentation of your product in Austria**

We design a roadtrip across Austria, which covers most of the interests of potential key accounts.

- **Communication with aftersales partners**

The product launch has been started on schedule. Nevertheless sales and marketing issues need to be promoted more than ever.