**Information required before starting the mission :**

1. **List of contacts in excel file**

Please precise me :

* if you want me to contact specific companies & contacts (positive list)
* if you don’t want that I contact specific companies (negative list)

I will add the relevant contacts I have to your positive list before starting the mission.

1. **Excel File**

We have to define together the info to collect. I propose the following information :

- company

- address

- contact, phone, e-mail

- information collected (that could be split in different columns)

- action (date of e-mail & phone call, date of e-mail, complementary information to request)

1. **First e-mail to introduce your services**

We validate together a first e-mail to introduce Your offer. Let me know if we make only one letter or if we adapt different letters to the target / services. We could join a general PDF summarizing your activities and a more specific one if the contact is interested in.

D-  **To prepare the phone call:**

1. You present me how you usely present the companies & Products /

Services on the phone and approach a potential customer in 2 to 5 min.

1. You present me a Powerpoint presentation that you use to visit potential customers.
2. It would be good if we can discuss about the Frequently Ask Questions that you can have in the 2 first phone calls and when you visit potential customers.
3. The different pdf overview
4. It would be good also if you can give me your main direct & indirect competitors and the arguments /assets you present to promote your services.
5. Qualification of potential customers:

questions that could be asked during the phone call

 **E-E-Mail Adress:**

For this mission, we define together if you set an e-mail with the extension @yourcompany.com or I can create an account on Gmail: yourcompany@gmail.com, or on other e-mail account provider.

F-**Following up with your company:**

You receive by e-mail on a weekly base (or every 2 weeks) the update Excel database. We discuss by phone and e-mail on a regular base about the priorities and the complementary information to request. I call you just after the phone call if I have identity a high potential customer.

If you prefer, I can also put you in copy for each mail, if it’s not overload too much your e-mail box.

G-**Following up with the customer:**

I call and e-mail potential customers up to a sufficient qualification. I can also organize a conf call or you make the following up.

Later, I could also plan a phone call with interested customers for a powerpoint presentation, send a quotation and make the following–up of the offer.

Best regards,

|  |  |
| --- | --- |
|  | **Nathalie Accornero, PhD**Outsourced Marketing & Business Development,**Btobioinnovation** (Unit Ao Marketing Life Sciences)m:+33 6 67 61 60 57 e:na@btobioinnovation.com | w:[http://btobioinnovation.com](http://btobioinnovation.com/) | Francehttps://ci4.googleusercontent.com/proxy/kKur1TDpYamYAIfjiFMGG_gzZ7dDAW6WVwgEfaln3So2ACKc3zq3DRJDXpE8dAsjHs2Ewci1jCzBFzsP9u4=s0-d-e1-ft#http://images.wisestamp.com/facebook.png https://ci5.googleusercontent.com/proxy/SBxoxfrjDKMVkQQj8kuJ0hbfWXy7euCESxx6X5WkyqYIyioOfPl42H35xfTLoIdavFPZqY_UtD30fOIEwwQ=s0-d-e1-ft#http://images.wisestamp.com/linkedin.png https://ci4.googleusercontent.com/proxy/vlVITHrOPrbkxbPXxW2L9wDNYuTV0eN49eDX_Gl0zWjPxqWSHf14Ms3Rab226z2EgX--HavplF2zYV-UbQ=s0-d-e1-ft#http://images.wisestamp.com/twitter.png https://ci6.googleusercontent.com/proxy/gIhazetp_ujRqoN6jCxhnNAfQLl1wI-O4XL_mEHTRDQkm5mVTdXyH0-oeoCRl46aKZ_D4MeDFtn8wIuful7qwg=s0-d-e1-ft#http://images.wisestamp.com/googleplus.png  |