



Grow your business

together



## Welcome to InMotion

InMotion is a technology marketing and distribution company with locations in Chicago, Berlin and Salzburg, Austria. For more than 15 years, we have been supporting technology companies in internationalization through distribution partners with the aim of optimizing the performance of the sales partners and optimally exploiting the potential of the products entrusted to us.

On the one hand, we were able to build our reputation on the market by focusing on international technology marketing via sales partners, on the other hand by a conscious combination of consulting and implementation e.g. when finding and starting up Sales Partners, developing brand awareness in the export markets or at our international sales partner trainings.

Furthermore, we have been active in the US as an independent distributor for almost 5 years and can therefore continuously expand our expertise. We learn daily how challenging it can be to build a product via distributors or integrators, even with technologically superior products and competitive prices.

In the United States, app. 80% of sales of technology products are run by distributors or other indirect distribution channels. It happens regularly that when manufacturers from Europe try to sell their products directly, the end customer ultimately wants to purchase through a particular retailer and then forces the manufacturer into a business relationship with his preferred trading partner (mainly because of supply chain efficiencies provided by distributors).

On the one hand, this is due to the fact that the end-user companies want on-site direct contact for service and support and do not want to communicate awkwardly with the manufacturer in Europe - on the other hand for years of well-maintained relations between the American Business partners.

The USA is a typical sales partner country. Historically, large companies are also working alongside their own sales team with distribution partners, either to cover sales territories that are uneconomical for their own team, to benchmark their own sales team or to take a lower risk through an outsourced sales team.

A professional distribution partner management via so-called channel managers is common in the USA. Sometimes the company even employs dedicated employees who coach the sales partner staff in marketing and sales. In this way, a stronger bond with the manufacturer is achieved, and the product gets a higher "share of mind" with the sales partner's staff ultimately resulting in higher revenue.

In this tough competitive environment, it is extremely difficult for manufacturers in Europe to achieve short-term success through distribution partners in the USA. Some succeed in celebrating a manageable success with one or a handful of sales partners, but only a few manage to build a scalable sales model that can be used to raise the sales potential of their products nationwide.

USA Focus **Aerospace & Defense**



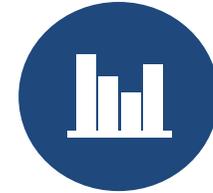
## What are the basic building blocks for successful work with your USA Sales Partners?



**Channel Strategy &  
Programme**



**Channel Recruiting &  
Enablement**



**Channel Marketing &  
Lead Generation**

First of all, the manufacturer needs a so-called channel program, a distribution partner program that clearly communicates what benefits the sales partner can expect and what obligations to perform when he or she enters into a partnership with the manufacturer.

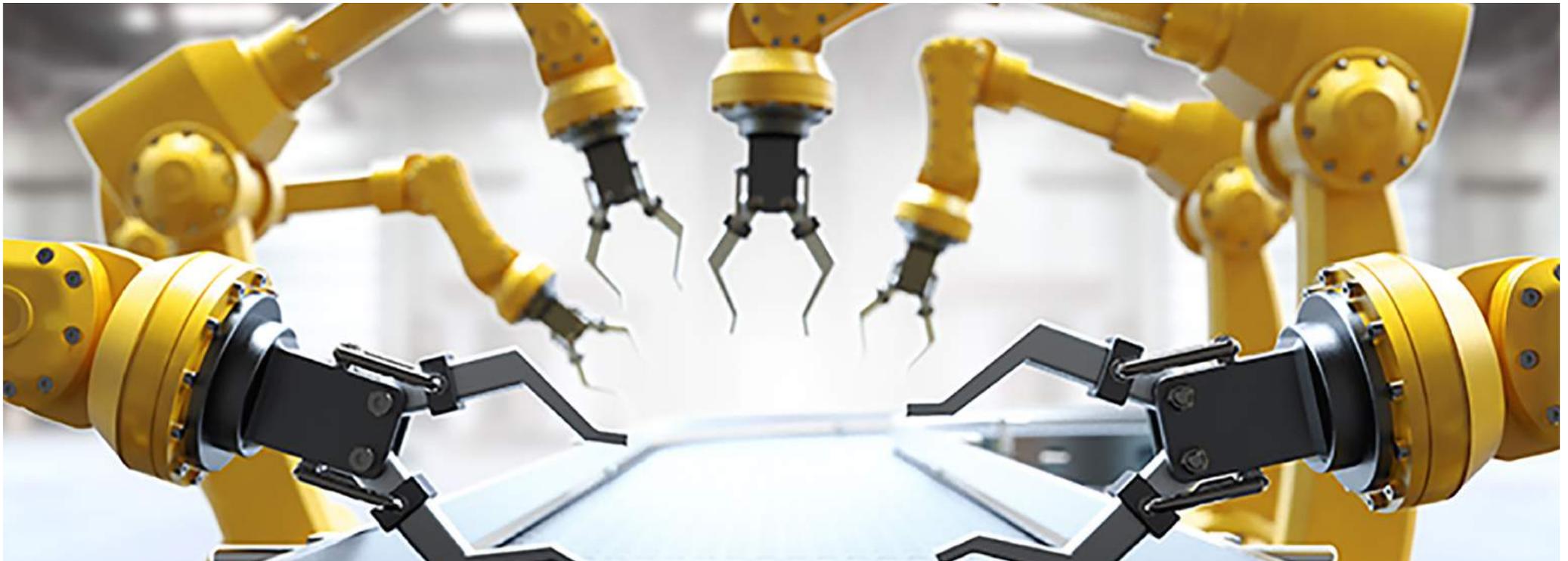
Second, a so-called sales enablement plan that clarifies how the manufacturer supports the sales partner with effective sales training and sales tools such as presentations and digital content in the sales process so that he has everything he needs to successfully sell the manufacturer's products.

And thirdly, a US communication strategy with a corresponding budget, so that it is clear that the manufacturer can also invest in the development of brand recognition and provide ongoing prospects for its best distribution partners.



*As a high-tech start up, we are challenged to grow quickly and profitably. A fixed component of our global strategy is the distribution of our AIRSKIN through integrators and distributors. In the course of the market launch in the USA, InMotion supports us both in the conception of a comprehensive partner program and in the implementation of the planned strategies as a non-stocking distributor.*

**Dr. Walter Wohlking, CEO [bluedanuberobotics.com](http://bluedanuberobotics.com)**



## What specifically is a channel program and what is the purpose behind such a program?



### **PARTNER RIGHTS**

*better margins  
more leads assigned  
prioritized vendor sales support*

*more revenue commitment (quota)  
dedicated sales engineers  
Certification & marketing program*

### **& OBLIGATIONS**

A distribution Partner program differs roughly between rights and duties of a sales partner. In cooperation, the simple rule should apply, the more rights, the more obligations must be fulfilled. The duties of the sales partner substantiate how intensively he vows his sellers to the new product with concrete planned turnovers, specialized and

certified sales people and specific marketing activities. The more the sales partner agrees to the manufacturer's product, the more rights he gets. These are again reflected in a better purchase price, in presales sales support and in assigned leads as a result of the manufacturer's marketing efforts in the target market.

The individual categories such as silver, gold and platinum Partners give the sales partner the opportunity to actively choose a form of cooperation. For example, if he only wants to assign new customers but not be involved in the sales process, he could choose category silver.

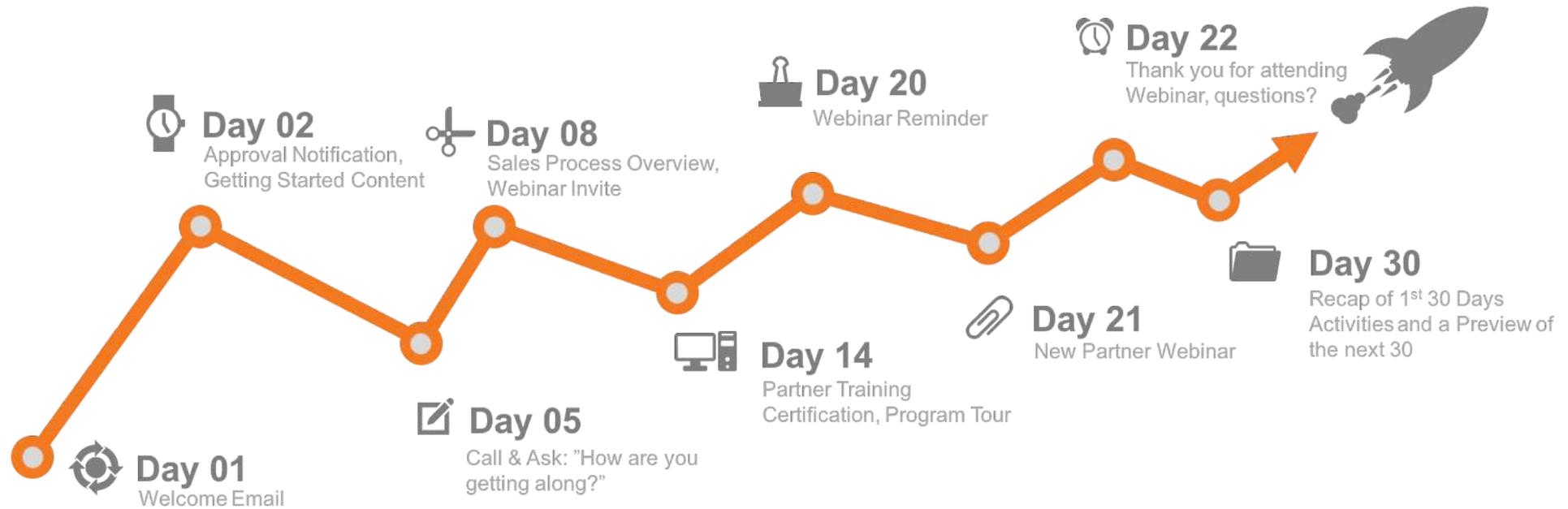
If he commits himself to a sales target revenue but does not want to take over any service or technical support, he chooses category gold. A sales partner, who is able to accept larger purchase quantities and can also take over after sales service, would choose category Platinum and also be certified for the after sales service. The result of this system is that the partner has to consider the extent to which he can work for the manufacturer's products. The manufacturer can thus very skillfully direct the discussion away from topics such as exclusivity or purchase discounts.

It is immediately clear that the sales partner receives the best purchasing conditions if he is particularly committed to the product and is able to take on the obligation. The common interest is being emphasized, namely to be successful with the product on the market. This makes the paradigm transparent that a better discount is ultimately associated with more performance. The manufacturer pays for the performance of the sales partner with his discount.

USA Focus **Automotive**



## Sales Enablement – how to boost sales partner revenue



Sales enablement activities aim to equip the sales partner with all the tools he needs for the successful sale of the manufacturer's products, to further motivate the sales partner and to train both technically and commercially optimally. An integral part of an ordinary Sales Enablement Programme is the onboarding process, i.e. the steps you take with your sales partner immediately after signing the contract.

We recommend here a comprehensive tour of the sales partner portal, a joint discussion of the products for sale with the respective advantages and challenges, a test run with the provided Company and/or Product presentations as well as a detailed discussion of the promotion plan for the first 90 days. It is absolutely critical to the success of the new sales partner to take him by the hand, communicate in a

short way and help him achieve success quickly - not only in his own interest. If the sales partner experiences that he can be successful with the new product and that he can count on your 100% support, he will fully commit to your company and product range.

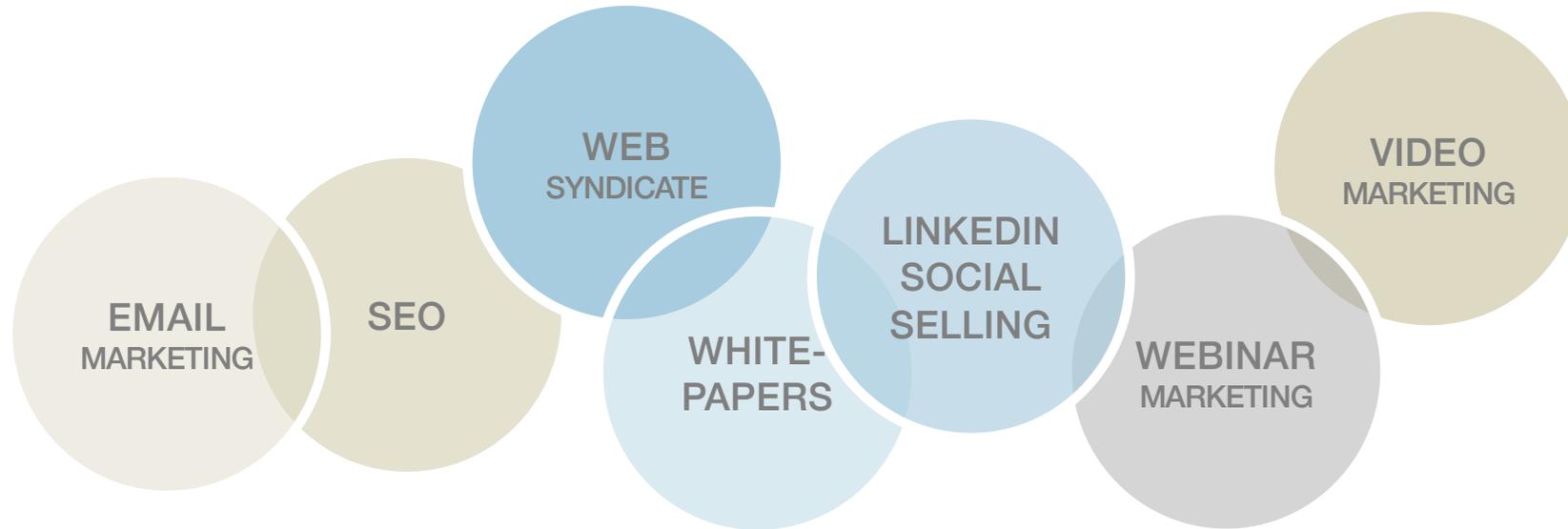
After onboarding, you should immediately start the training program. Treat your sales partner like your own sales team with the corresponding product trainings and certifications. Use different media such as videos or webinars to communicate the training content. The training should not only include FAQs and known problems with the associated solution approaches, but also a training of the sales process with the respective product advantages, value propositions and objection handling tactics.

Discuss sales promotion measures that have been successfully deployed with other sales partners and possible joint promotions. If you are organizing sales competitions for your own sales team, you can also offer them to your sales partners. And - communicate joint successes through monthly newsletters. Recognition plays a major role in the motivation of your sales partner!

USA Focus **Additive Manufacturing**



## Building brand awareness and a lead generation machine as a turbo for your successful sale through US sales partners



We keep hearing that sales partners - especially in the USA - complain that the European products are not known to their customers and therefore the sale is very difficult. On the other hand, European SMEs in particular are not in a position to provide large budgets for building brand awareness in the United States. However, contrary to the opinion of the European manufacturer, the sales partner in the USA does not generally consider it his task to make the product known beyond its existing clientele.

The challenge of technology marketing in this particular situation is now to make the manufacturer's brand known, to position the company and its employees as experts, and at the same time to continuously generate leads for the sales partners – this is absolutely imperative if the supplier wants to be seen as an attractive partner and to compete with other products in its category. We solve this dilemma for our customers through the combined use of the following tools:

**1. Social selling via LinkedIn:** LinkedIn is a very cost-effective tool that allows you to build brand awareness in a specific, clearly defined target group and address new potential customers. According to a study by Hubspot, LinkedIn was able to generate more leads in the year 2017 than the total social media channels combined.

**2. Webinar Marketing:** Via technical webinars you can position your company in a cost-effective and targeted manner as experts in the desired target group. In the USA, you can also market and co-organize the webinar via cooperations with online media such as engineering.com. Your webinar and manufacturer's brand will thus receive cost-effective access to the readership of the most important, online technical media in the USA.

**3. Web syndicates with sales partners:** All the digital content you need for your social selling activities on LinkedIn, but also your webinars can also be published and shared through your sales partners' websites. Here you can undoubtedly speak of a win-win situation, because the sales partner can use this content for its own web marketing and the manufacturer can thus present its brand and products at no additional cost.

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USA Focus **Laser Technology**



## Our Offer

### Channel Sales Partner Strategy & Program

Sales Partner Strategy, Strategie Health Check, Program  
Design and Marketing Kit, Partner Relationship Management  
Portals (Selection and SetUp)

### Channel Sales Partner Sales Enablement Programs

Trainings-Kit Design, Digital Asset Production

### Channel Sales Partner Marketing Programs

Content Marketing Strategy and Implementation support,  
Webinar Marketing, Video Marketing, Email Marketing,  
LinkedIn Lead Generation Program

## Clients 2018

(electronics, robotics, automation, machinery, 3DAM, quality assurance)



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