

<p>Mission</p>	<p>BUSINESS DEVELOPER France& EXPORT MANAGER</p>
<p>Duration of the mission</p>	<p>15months (3days/week)</p>
<p>Company profile</p>	<p>Manufacturer of energy solutions: primary and rechargeable batteries, chargers and cells, lightning</p>
<p>Main problems</p>	<p>The company has to cope urgently with the maternity leave of their Key account business developer in charge of major French Retail customers. There is also a bad relationship with the Export Manager.</p>
<p>What the company is waiting for?</p>	<p>Renegotiate and sign the yearly agreements with major players like the Casino and HDM groups. Initiate new business in new areas like office suppliers, gardening centers, toys players Start of negotiations with big International chains</p>
<p>Diagnosis</p>	<p>Lack of motivation from the sales team and lack of “customer satisfaction” focus from various department (after-sales, marketing, accounting,..) Necessity to get new input, methods, a customer friendly approach. Pricing strategy and marketing mix needed to be completely reviewed in order to stick to the various levels of buyers. Distributors network needed to be started-up and structured with a dynamic follow-up</p>
<p>New input</p>	<ul style="list-style-type: none"> ➤ Audit and advices plan presented to the Director ➤ Active prospection with national and international big players ➤ Set-up and followed the birth of 2 Private Label products from idea to production and sales ➤ Took over the Export department with developments in The Netherlands, Hungary, Russia and a close follow-up ➤ In deep marketing work to build a customer oriented mix ➤ Creative sales approach with stimulations on promotions and tariffs with steps ➤ Management of 3 assistants
<p>Main results</p>	<ul style="list-style-type: none"> ➤ Increase of turnover with the French and International players of 6% ➤ New customers and new international tenders (18M€) ➤ Focus on customer policy ➤ Rationalization through the set-up of new follow-up tools (CRM, EDI) ➤ Took completely over the job of the Key account during maternity and the Export manager before new recruitment
<p>Mission fulfilled by :</p>	<p>Nicole LAFRASSE-van den Assem, owner and founder of Emerod</p> <p>Interim Business Developer/ Subsidiary Director France and Europe <i>Master of psychology-MBA ISG (Paris, New York, Beijing, Tokyo)- Fluent in French, English, Dutch</i></p> <ul style="list-style-type: none"> ➤ International Marketing-Moulinex, Key accounts Manager, Director of the Key accounts Belgium and Director of the International accounts at Office Depot. ➤ Punching and Stapling Marketing Manager-Acco (Fortune Brands), Export Director -La Couronne (Tompla) ➤ Since 2007 lead various missions as Interim Manager for foreign and French companies in various fields (Construction, Paper, Energy, packaging, Jewelry)