

# *Example situation* (based on own experience)

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The market in Estonia\* is so small, we want to expand to the foreign market - we need an expert who brings us new customers (leads)

\*Latvia, Lithuania, Finland

The communication between the customer (you) and the Client is put on expert's shoulders

Expert builds up customer relations (expert has all customer data)

Expert is successful (gets a deal / project).  
Expert work ends.

The Client (you) has to implement the product or service. The problems occur:

1. Difficulty to take over project
2. Difficulty in understanding the customer's needs
3. Information lack - poor customer service

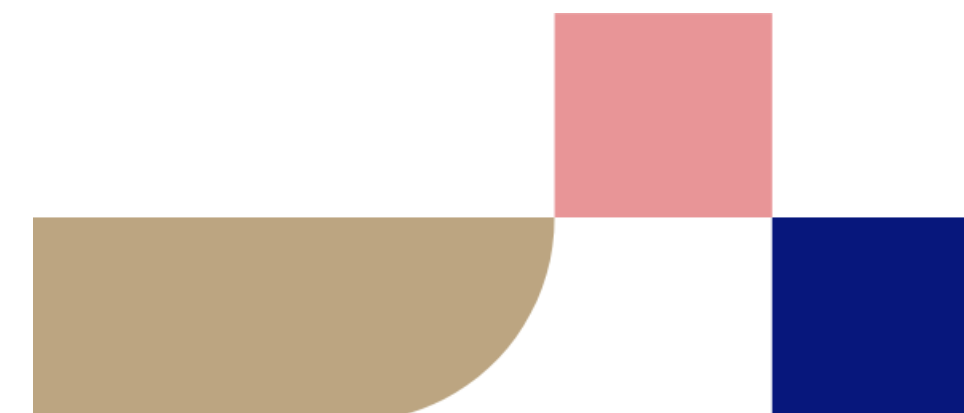
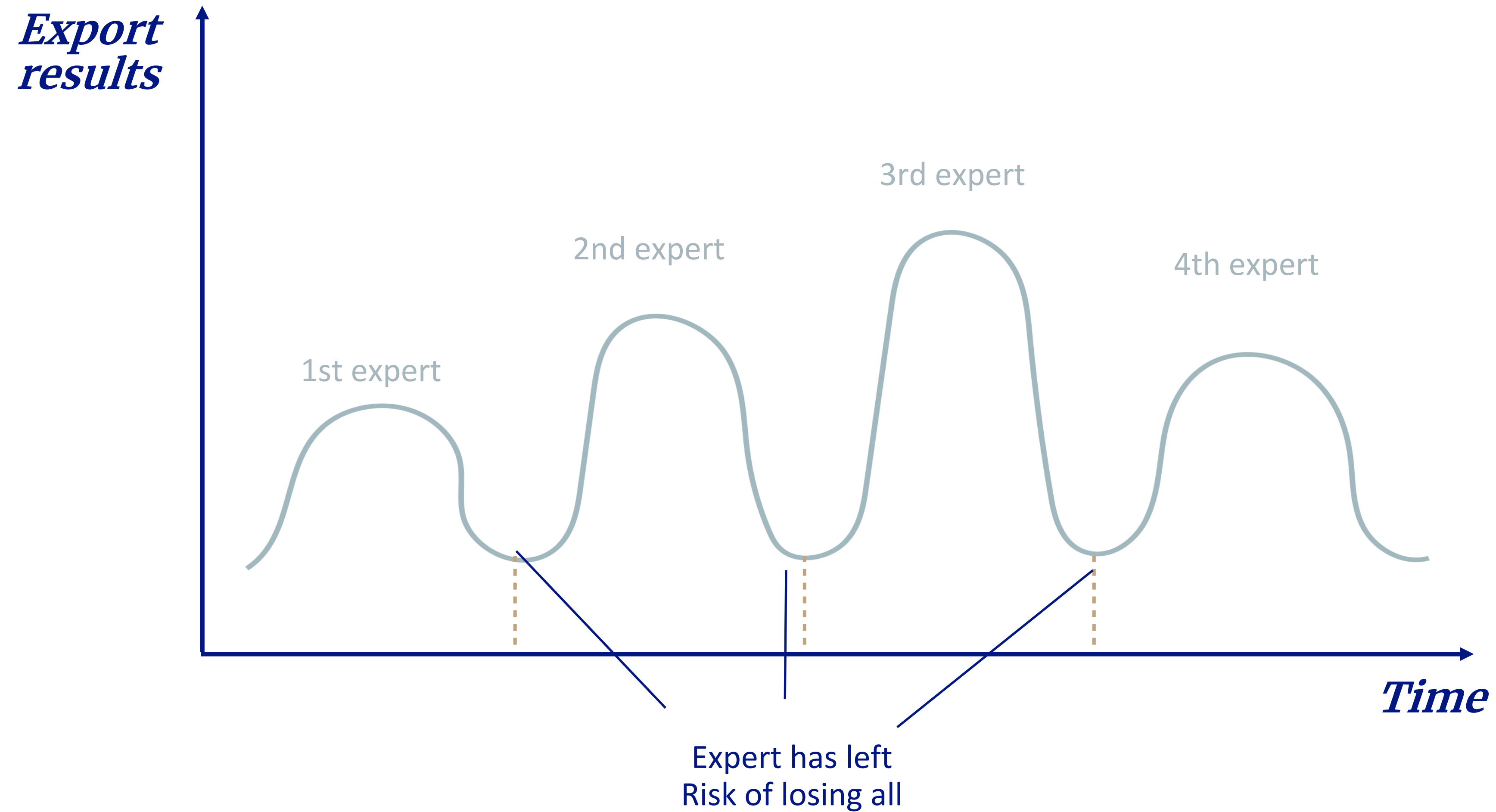
Own salesperson is not there or is not included

Nobody in the team deals with customer service (sometimes only the CEO)

CEO is happy. No team involvement

People are confused as they do not have info and their roles are changing. They do not know the language. They do not know what was the initial agreement with the customer. Their workload rises exponentially. You lose time and cause internal friction.

# Traditional expert driven export development



## Traditional approaches in using experts to boost the export efforts bear major risks

- Export activities centered on expert
- Dependence on expert service
- Risk of losing the achieved progress after expert is „gone“
- Own teams not involved
  - Difficulties in taking over
  - Lack of motivation
  - Lack of understanding the customer needs

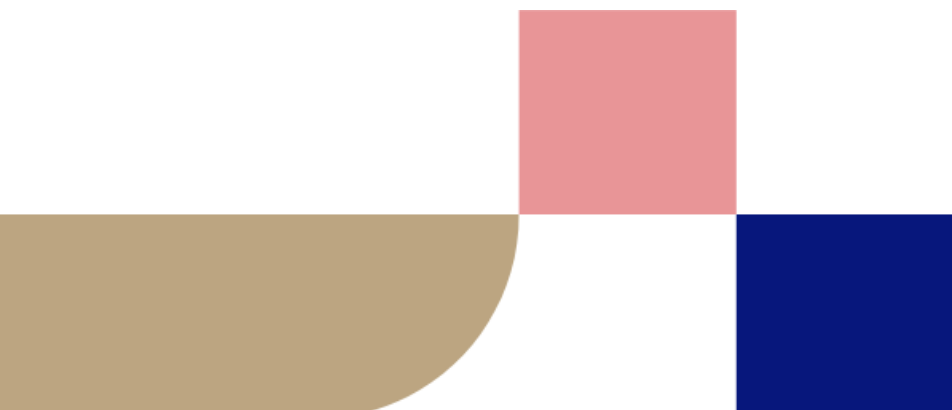
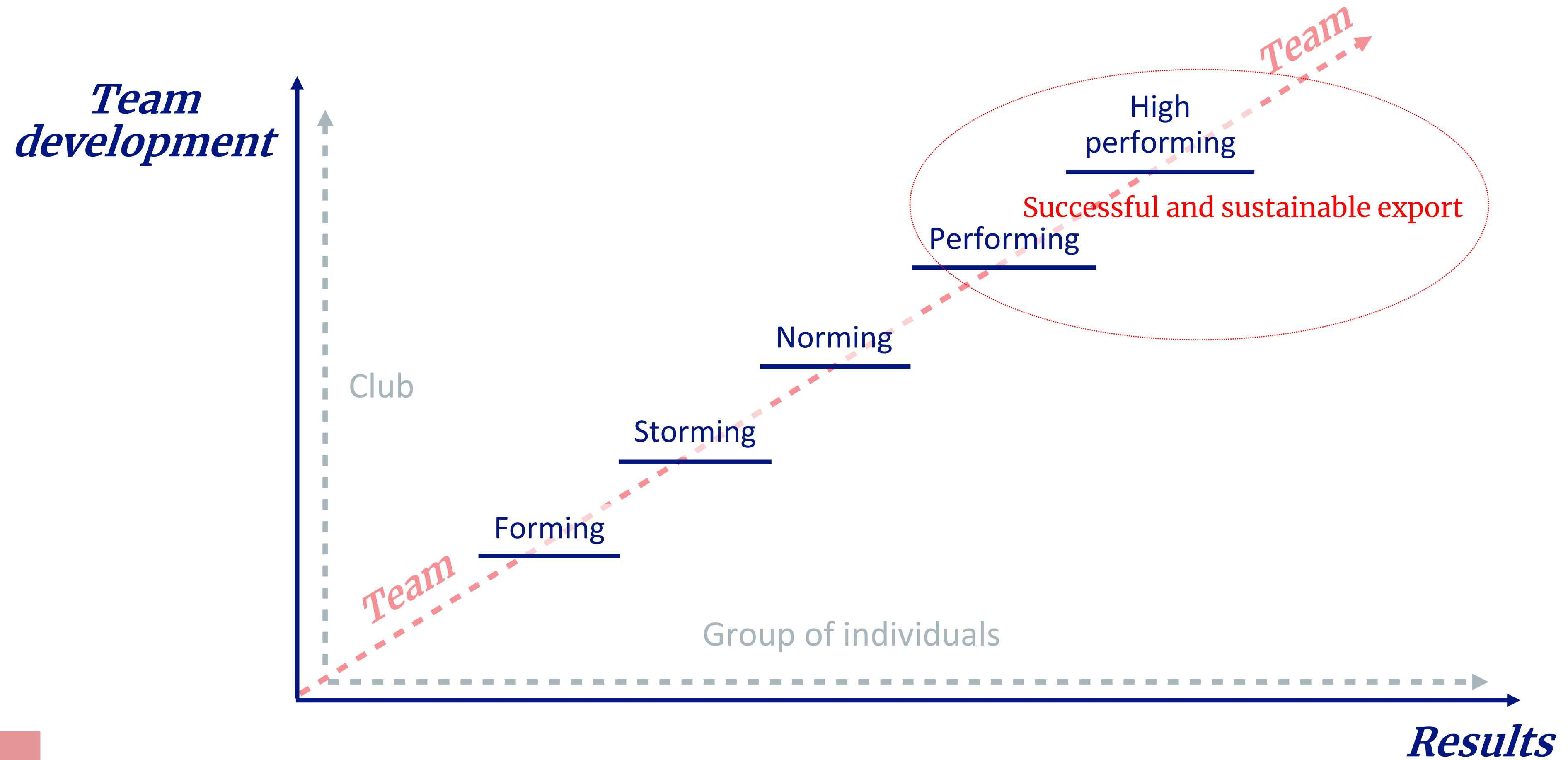
## Solution

The own team is decisive in being successful in achieving a sustainable export success

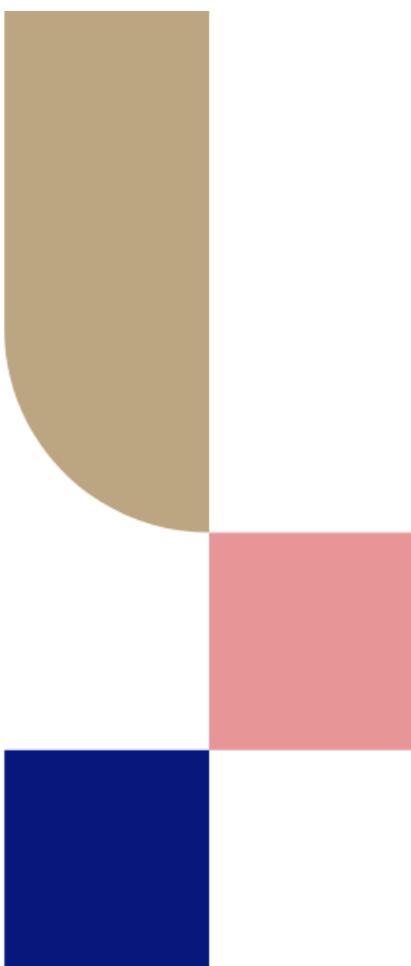
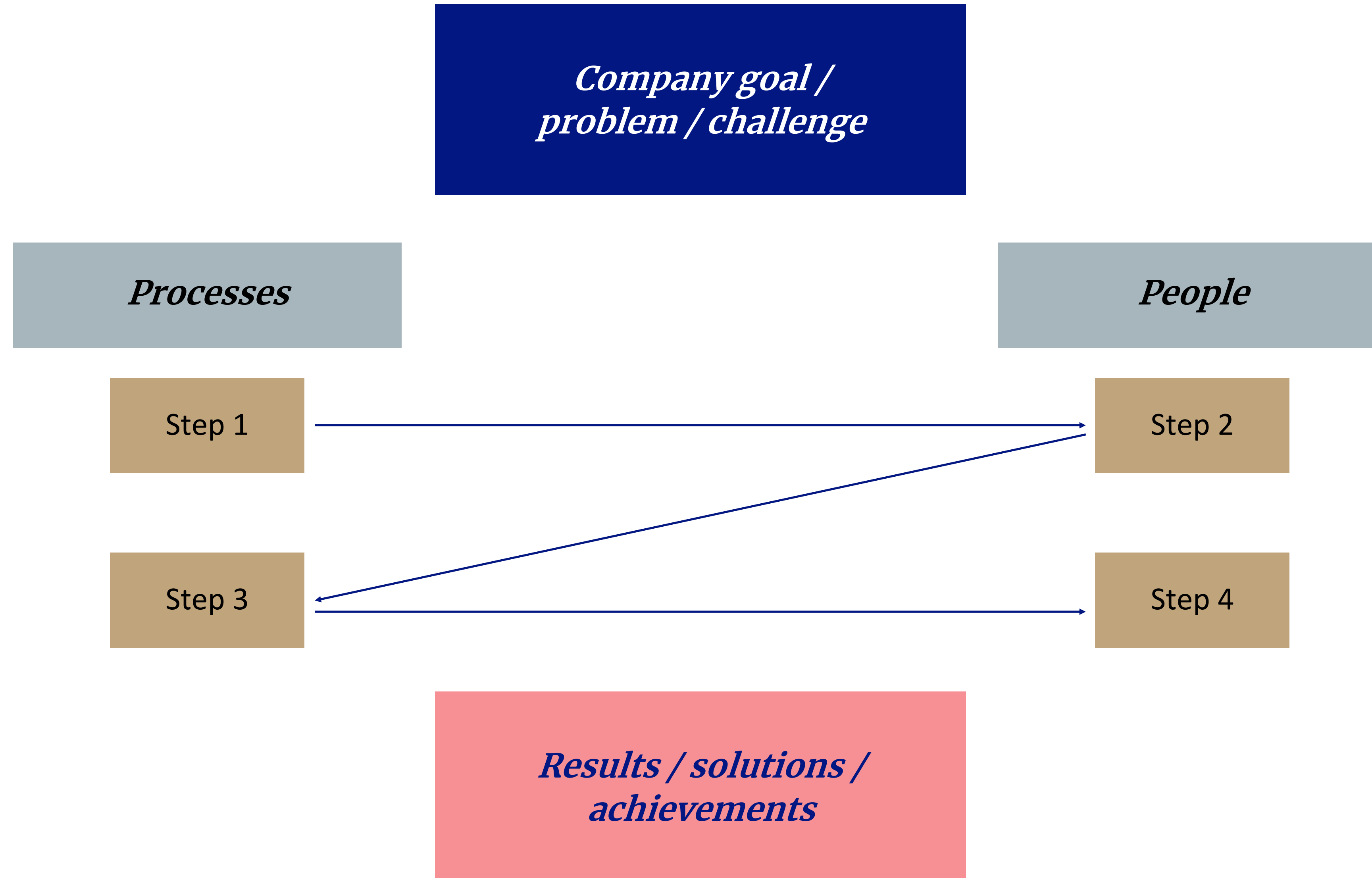
- Involvement and development of the own team aparallel to the new / adapted processes

*Integrated Export Work Process*

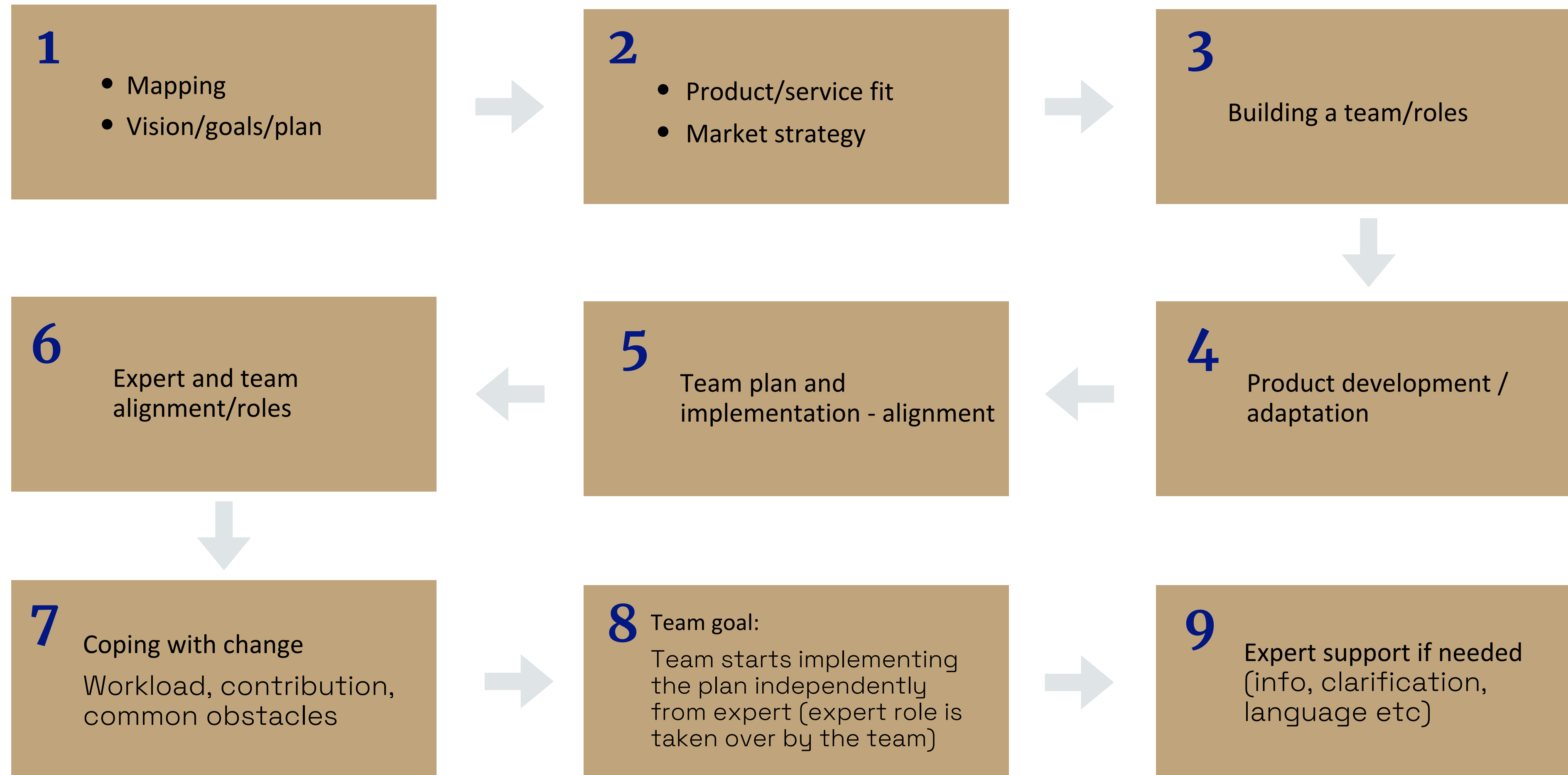
# *Team development* graph



# Integrated Export *work process*



# Detailed *work process*



# *Team development effort* graph

*Results / goals*

