

A diverse group of six business professionals (three men and three women) are smiling and looking towards the camera. They are dressed in professional attire. The man in the center foreground is wearing glasses and a blue patterned shirt, holding a laptop. The woman next to him has long red hair and is wearing a plaid shirt. The woman to his right is wearing a grey cardigan over a patterned blouse. The woman next to her has long dark hair and is wearing a light blue shirt. The man on the far right is wearing a dark blue shirt. The background is a blurred office environment with a whiteboard.

**BUSINESS
FINLAND**

HEALTH TUESDAY

April 4, 2023

**UUDEN AJAN B2B
MYYNТИ**

ADVICE FOR GLOBAL GROWTH

INTERNATIONALIZATION SERVICES



GLOBAL GROWTH ACTIONS

- Advice for Global Growth
- Advice for Target Market
- Making Business with the UN



CONTACTS AND NETWORKS

- Access to business contacts
- Group visits



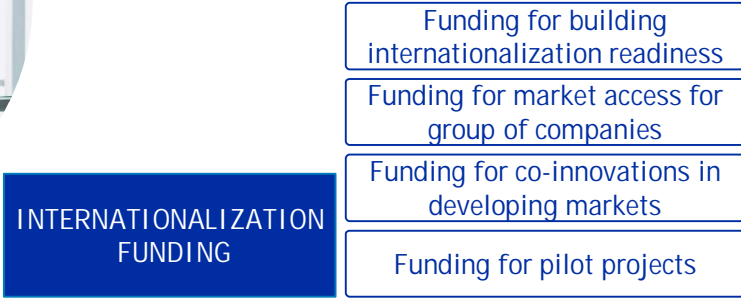
BUSINESS CULTURE

- Local business behavior



MARKET INFORMATION

- Market studies
- Market opportunities



INTERNATIONALIZATION FUNDING

- Funding for building internationalization readiness
- Funding for market access for group of companies
- Funding for co-innovations in developing markets
- Funding for pilot projects



BY INVITATION SERVICES



- International Business Innovations
- Export Booster
- MOPPS Based Group Activities

INTERNATIONALIZATION SERVICES



BY INVITATION SERVICES

International Business Innovations

Export Booster

Presidential TF-Visits

MOPPS Based Group Activities

Export Boot Camps

" I need help to grow my global sales"

"I need to know and meet the right people in my target market"

" I need to know how to act in a specific business culture"

"I need business facts for market understanding"

"I need help with funding and finance"

GLOBAL GROWTH ACTIONS

Advice for Global Growth

Advice for Target Market

Making Business with the UN

CONTACTS AND NETWORKS

Access to business contacts

High-level group visits

BUSINESS CULTURE

Local business behavior

MARKET INFORMATION

Market studies

Market opportunities

INTERNATIONALIZATION FUNDING

Funding for building internationalization readiness

Funding for market access for group of companies

Funding for co-innovations in developing markets

Funding for pilot projects

ADVISE SERVICES IN FINLAND :

GLOBAL GROWTH PLANNING & MANAGEMENT

Advisory for companies who already practise export, in particular regarding the known key challenge issues of small –and midcap size companies. We help to solve bottlenecks, export challenges, develop and nurture competitiveness and choose the right actions to enable growth.

- We help you company:
 - Boost sales actions and customer communications
 - Maximise the utilization of various resources and digitalisation in export activities
 - Have a closer look on value proposition and sales pitch- potentially rework them
 - Develop and manage sales channels
 - Prioritize and choose the key target markets
- Company gets:
 - Status quo analysis and coaching
 - Best case practices and advisory on must have tools
 - Viewpoints on growth possibilities and recognizing risks, ways to enable growth
 - Introductions to consultants and finance possibilities when needed

Advice is based and built on long-term experience and co-operation between companies and senior specialist advisors





WE ARE CLOSE TO YOU
AND
YOUR CUSTOMERS

WE SERVE YOU
IN 15 CITIES IN
FINLAND

WE CAN STEP INTO
YOUR SHOES IN
36 COUNTRIES.

BUSINESS
FINLAND

As of February 2023

PARTNER FOR COMPANIES SEEKING GROWTH: Criteria for services

COMPANIES

Startup / SME
Midcap / Large

Companies registered
in Finland (business
ID) ✓

Competitive edge in
international markets ✓

An owner and team
committed to
international growth ✓

A team with diverse
and broad expertise
and the ability to set
up networks ✓

Appropriate financial
resources ✓

Sufficient resources
for
internationalization ✓

When companies
benefit, Finland
benefits ✓

PREPARING FOR LARGER INTERNATIONAL GROWTH AND EXPORT

- Internationalization strategy maturity check
- Value proposition check and coaching
- Sales pitch check and *coaching*
- Choosing the right markets
- Differentiation and competitive edge check and coaching
- Customer segments, buyer persona, brand check

GO-TO MARKET PLANNING

- Various ways to enter the market: independently, via agent, joint partnering...
- Sales Channel (+digital) development and management coaching
- Market research advise, GN support
- Existing competition coaching
- Mapping Resources to enter markets (marketing budget, personnel etc)

BUILDING PRESENCE AND BUSINESS IN THE CHOSEN MARKET

- Processes and partners search coaching
- GN support
- Guidance with consultant search
- Coaching with export expert recruitment
- Door opening, key contact support
- Direct sales coaching

IMPROVING MARKET POSITION, CHALLENGES

- Sales acceleration coaching
- GN support
- Guidance with consistent data collection and research
- Coaching with constant iterations: what works, what does not
- Sales bottlenecks, agent co operation bottlenecks coaching
- Competitor analysis coaching

KEY SERVICE MODULES

Advice for global growth

"We help to crystallize the growth plan and coach choosing the right actions to generate sales growth globally"

End customer value

"We help to crystallize customer focus, offering and value propositions ". Value proposition, brand, target segments

Key activities, partners and internal resources

"We help to plan key operations, who is needed to support and what are internal resources"

Sales & channel development

"We help to plan how to reach and retain your export customer segments efficiently and sell well" Sales channels, digital channels, sales pitch

Market selection

"We help to prioritize the focus markets"

+ Market information

"We help you to gather needed market information to make fact-based decisions".

+ High Value connections

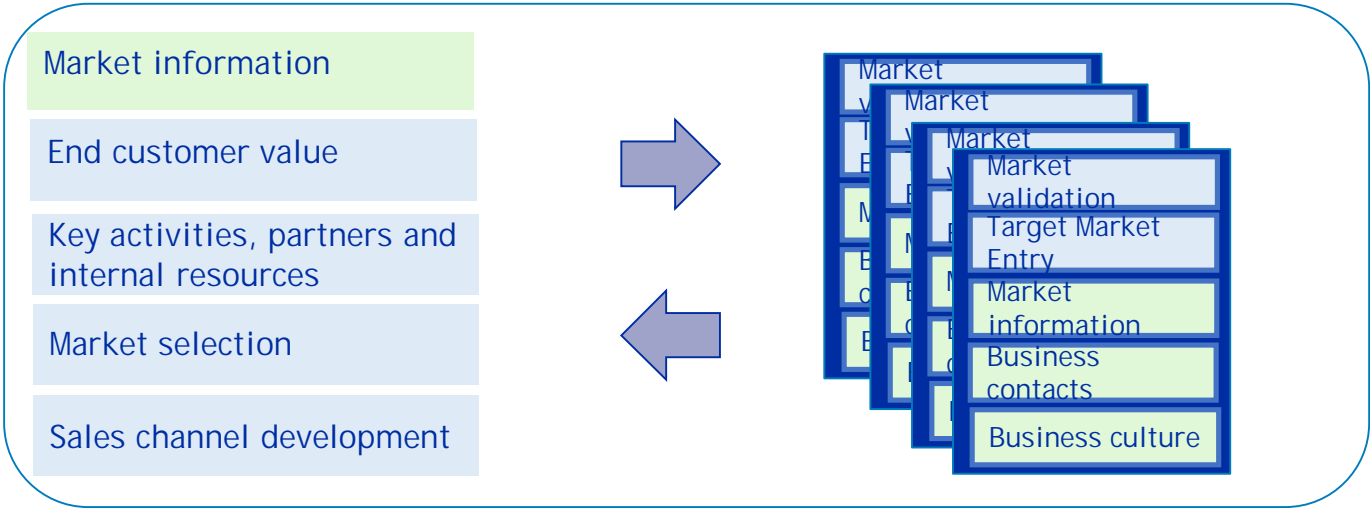
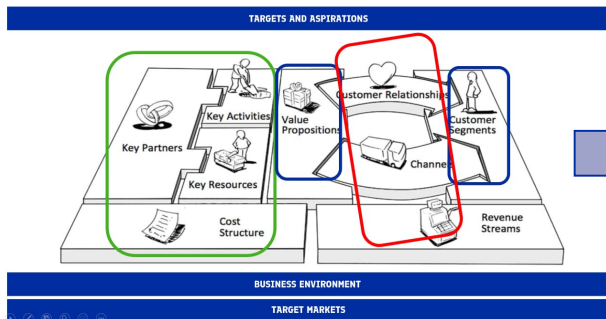
"We help you to gain valuable connections needed for your business and open doors that are locked".

BF SERVICE

Service Modules

CASE: GO-TO-MARKET PLANNING

CUSTOMER NEED:
We want to grow global and need help to plan how to do it



1) ANALYSIS
Review of targets, plans and business model.

2) COACHING
Coaching with the GO-TO-MARKET process and identified development needs. Sharing the best practices and tools.

3) "ADVICE FOR TARGET MARKET"
Planning of country specific service paths in selected target markets.

Deliverables
Identification of shortcomings and key development needs. Scoping of development roadmap. Introducing consultants and funding options when needed.

Key processes and tools, understanding of what it takes

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CASE: IMPROVING SALES CHANNEL PERFORMANCE

“Sales channel development” service module as a stand-alone service

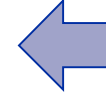
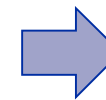
0. PREPARE	1. FIND & ENGAGE	2. ONBOARD	3. MANAGE & SUPPORT
MARKET SELECTION	PARTNER CRITERIA		ANNUAL PLANNING F2F
COMPETITOR ANALYSIS	SYSTEMATIC SEARCH AND INFORMATION EVALUATION	PARTNER AGREEMENT DOCUMENT	JOINTLY AGREED TARGETS & ANNUAL MARKETING PLAN
CLEAR CUSTOMER FOCUS	CANDIDATE EVALUATION BASED ON CRITERIA	TARGET MARKET ENTRY PLAN	TRAINING / SUPPORT NEEDS DEFINED
VALUE PROPOSITION TO CUSTOMER	RESPONSIBILITY DEFINED	TRAINING PLAN & MATERIAL	PARTNER BOND / CUSTOMER
CHANNEL STRATEGY	VALUE PROPOSITION TO PARTNER (BUSINESS CASE + OTHER)		PERFORMANCE EVALUATION PROCESS - ANNUAL / Q / MTH
CUSTOMER JOURNEY + KEY ACTIVITIES DEFINED			SCHEDULED REGULAR MEETINGS / COMMUNICATION



Sales channel development

Improvements to:

- sales channel design
- partner selection process
- partner management model
- channel evaluation process



Local Renewal & Growth

Market studies

Business contacts

1) ANALYSIS

Analysis on sales channel development and managements and identification of development needs
Introducing best practices and tools, consultants and funding options when needed.

2) COACHING

Coaching on key development needs and development roadmap.

3) “Advice for target market” service path” for partner search and/or partner management development

CASE: IMPROVING Digital CHANNEL PERFORMANCE

“Digital channel development” service module as a stand-alone service

1) ANALYSIS

- Analysis on use of digital channels (content, buyer persona concept and sales targets) and managements and identification of development needs. Introducing best practices and tools, consultants and funding options when needed.

2) COACHING

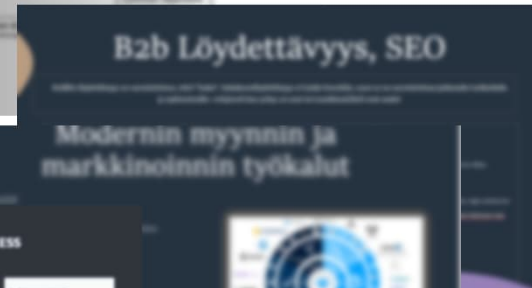
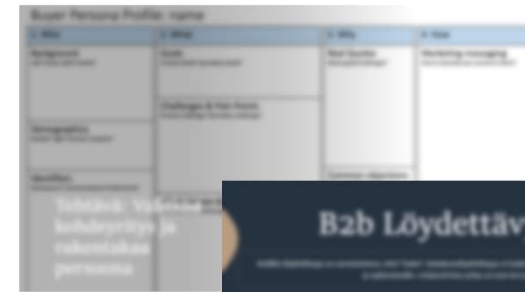
- Coaching on key development needs and development roadmap with training exercises

Analysis

Best practises

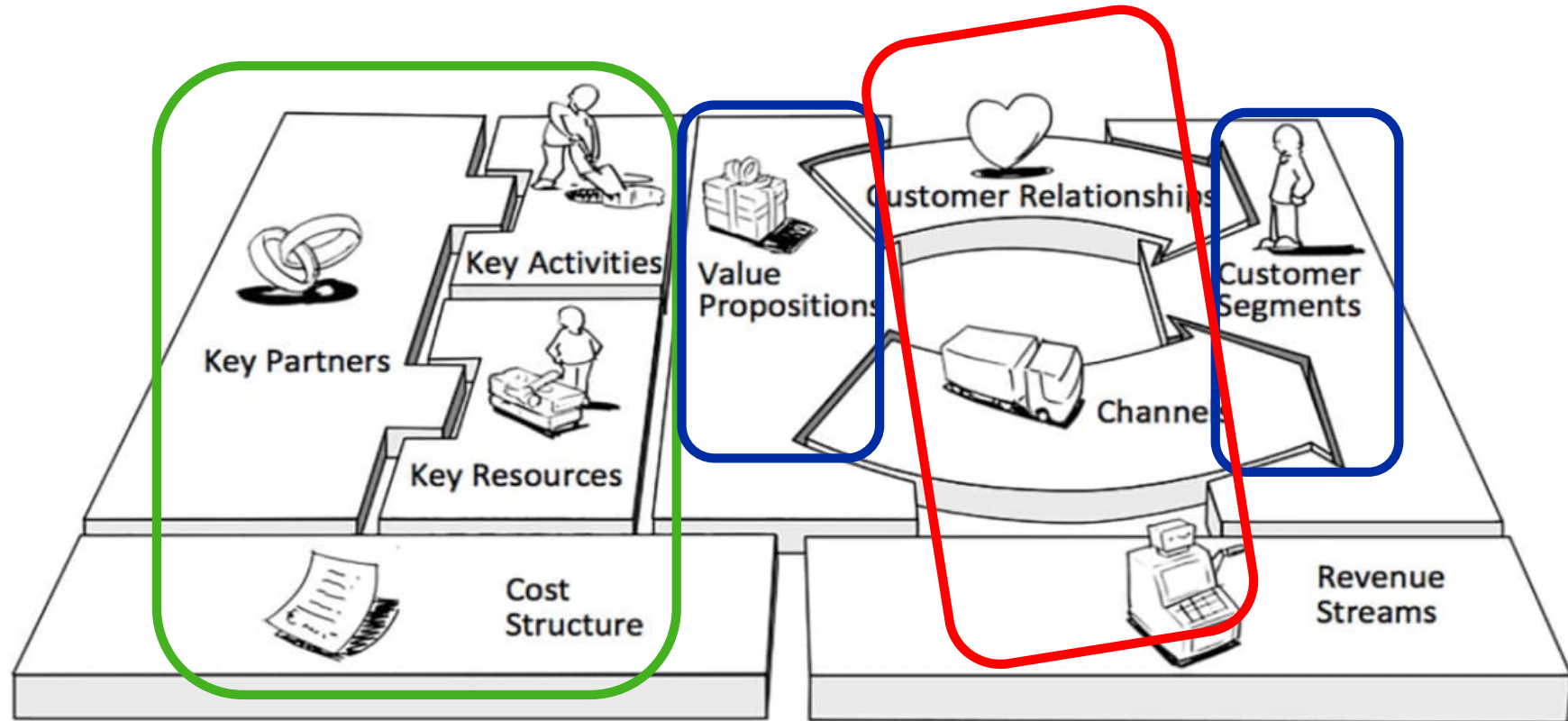
Coaching and training

Contacts for consultants



BUSINESS MODEL CHECK

TARGETS AND ASPIRATIONS



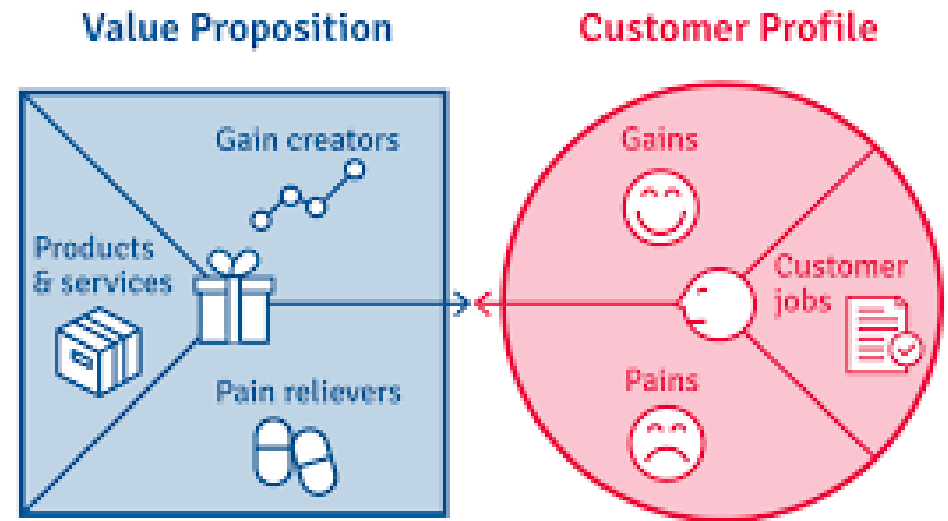
BUSINESS ENVIRONMENT

TARGET MARKETS

Value proposition check

- Go-through of the current value propositions, pre-homework sent for the company
- Coaching and info on how it is done efficiently, advice on how to re-formulate, possibly localization
- Possible market research consultant advise

>> Company has to determine themselves their best value proposition and make an informed decision



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LET'S MEET & TALK

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A person stands on a rock in the foreground, looking up at a starry night sky filled with the Milky Way galaxy. The scene is illuminated by a blue light, possibly from a flashlight or a light source in the sky. The person is silhouetted against the bright light of the galaxy.

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FINLAND**

Kiitos.

**IT IS TIME TO
THINK BIG**

**BUSINESS FINLAND
DEFINING THE FUTURE**

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