

Teknik og salg ApS

-Performs sale of your building products



Niels Brondbjerg

Tel +45 22 79 33 70

nbr@teknikogsalg.dk



Kim Raagaard

Tel +45 22 14 39 39

kra@teknikogsalg.dk

Who are we...

Teknik og salg ApS is based in Denmark, and we have many years broad experience in sale to the construction sector – in Denmark as well as internationally.

With our common background we can offer an attractive package of commercial and technical competences.

The mission of *Teknik og salg ApS* (in translation: Technique and Sale) is to carry out sales tasks on a consultative basis, giving our customers extra competent sales capacity without being bound to high fixed costs.

Thus we focus at offering market oriented sales services on an operational level – but we equally gladly participate as a sparing partner in the strategic sales planning.

"In order to perform technical sale in a convincing manner it is important to make an overall consideration based on a broad experiential foundation....!"

More than 40 years joint sales experience combined with practical experience and theoretical knowledge is a solid basis for the competences that we offer:

- Experience in selling building materials to dealers.
- Experience in selling ideas and design to architects and engineers.
- Experience in project sale of complex building products and systems in the Nordic countries.
- Experience in sale and consulting to the insurance sector, counties, and municipalities.
- Experience in industrial sale of individual solutions.
- Management experience from sales organization and technical organization.
- Experience in project management.
- Experience in building investigation and related technical reports.



Teknik og salg ApS offers....

Sale and marketing of products and systems for the construction sector in Denmark, Sweden, and Norway. We act as representatives for companies in these countries and in Germany.

The activities are carried out by *Teknik og salg* alone or in cooperation with the individual company.

Starting with your wishes and needs we define an objective for our cooperation. This is supplemented by a time schedule, a definition of tasks, and a budget concerning the services rendered by *Teknik og salg*.

This is entered into a cooperation contract set up between the company and *Teknik og salg*.

Our tasks can typically be

- Preparation of a sales plan including execution/implementation
 - typically in cooperation with the company.
- Active project sale
 - To building owners, architects, engineers, consultants and contractors. Based on project databases and building information suitable projects are defined, and contact to relevant players are established, aiming at presentation and specification of the product.
- Dealer sale to timber merchants and building material markets.
 - sale to timber merchants/building material markets – either directly or through a relevant purchasing organization.
- Customer visits to all players in the construction sector.
 - We have experience from cooperation with all players participating in the construction process, and we can manage a competent dialogue with these.
- Marketing
 - participate in preparing brochures, price lists, and other sales material.
 - preparation of press releases and articles, and contact to relevant media.
- Sales training
 - starting from a foundation in the real world...!
 - via cases and co-visits the individual sales staff member is evaluated and coached.
- Establishment
 - localization of and negotiation with companies concerning representation/dealing/distribution of the product in a defined geographical area.
- Building supervision and building investigation.
 - in connection with the application of products and building materials we give instructions on site. Building investigations are completed with reports.

All activities are accompanied by reports, defining activities, results and other relevant information.



Price tabel for services performed by *Teknik og salg ApS*.

General terms

- Time rate: € 87,- per hour (excl. transportation time)
- Transportation costs: € 0.46 /km in accordance with the Danish rules – plus expenses to bridge tolls and ferry tickets, all as per voucher. (Applies to and from customer and company.)
- Introduction and training: Time rate € 47,- per hour plus transport –and accommodation costs.

Introduction phase; we can offer 3 startup packages :

Package 1 "Startup Small"

- strategy plan, establishment in Denmark/Scandinavia
- time schedule, budget
- 60 hours* sales & consult
- one day training in your company

Package price: € 5.500 **

Package 2 "Startup Pro"

- strategy plan, establishment in Denmark/Scandinavia
- time schedule, budget
- 20 week period (total 280 hours*)
- 8 h./week finding projects and potential customers
- 6 h./week visiting customers
- two days training in your company

Package price: € 23.900 **

Package 3 "Startup Premium"

- strategy plan, establishment in Denmark/Scandinavia
- time schedule, budget
- 20 week period (total 400 hours*)
- 12 h./week finding projects and potential customers
- 8 h./week visiting customers
- two days training in your company

Package price: € 32.800 **

After the introduction phase the time rate may be combined with or substituted by a fixed percentage of the turnover.

* The split of hours/activities can of course be adjusted according to individual needs.

** All package prices are excl. VAT and transportation costs.



References...

We cooperate with the following companies:

Deba systemtechnik GmbH (Germany) www.deba.de

Aalund Industriteknik ApS (Denmark) www.aalundindustriteknik.dk

Klar Skandinavia AB (Sweden) www.klardesign.se

MT Højgaard AS (Denmark) www.mthojgaard.dk

Chroma Communication (Denmark) www.chroma.dk

Egen Vinding og Datter (Denmark) www.egenvinding.dk

SBS Byfornyelse (Denmark) www.sbsby.dk

BKS-BYG (Denmark) www.bksbyg.dk

© 2009 Teknik og salg ApS