

BDG LEAD GENERATION®

Your market entry into Germany. Open the right doors with BDG for successful business in the German market.





Germany is the strongest economy on the European continent and comes with its own set of rules. We at BDG know how this market works and bring your business into the German market.

You probably already know that for many businesses professional B2B lead generation is the center point of effective growth in Germany. But do you also know how this process is set up effectively? We do and this is why BDG is specialized in opening the right doors to the decision makers in Germany that you need to develop your business here.

Offering sales services has always been at the core of what we do, which is why we developed the **BDG Lead Generation®** Process. Today it is one of the most complete solutions for international clients with an interest in building up sustainable client relationships in Germany. On the forthcoming pages, you will find information on how we can facilitate this also for your company. With us at your side, the right doors will be opened to grow your business in Germany.

A red handwritten signature, likely of Thim Werner, consisting of a large, stylized loop and a trailing flourish.

Thim Werner
Managing Director of bdg Consulting GmbH



**STRATEGIC
NAVIGATION**



**TARGET
FLATRATE &
MANAGEMENT**



**COMMUNICATION
TOOLS**



**PRECISE
TARGETING**



**PROJECT
MANAGEMENT
& REPORTING**



**CONTINUOUS
DOOR-OPENINGS**

STRATEGIC NAVIGATION



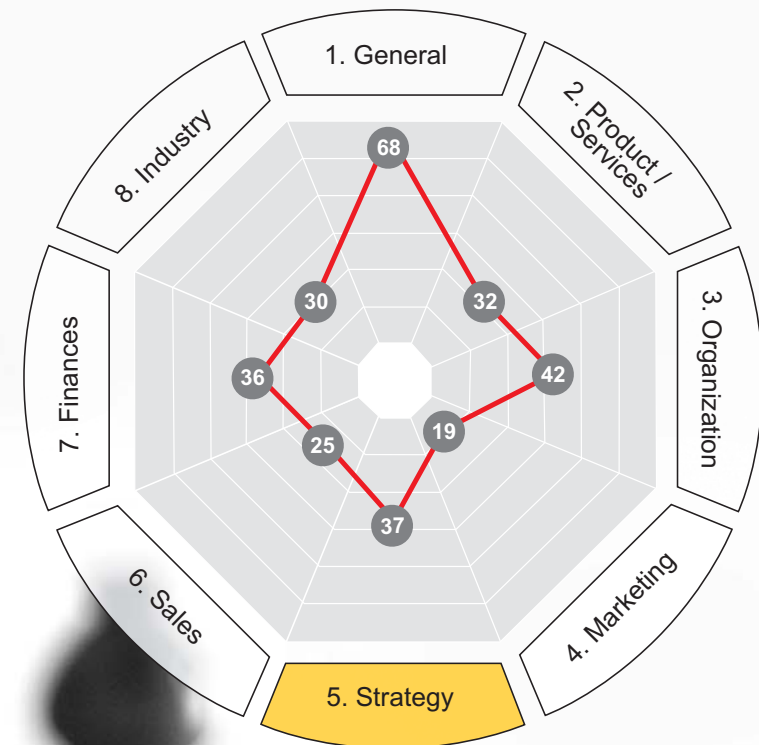
Making sure that your project in Germany has the right aim.

At the beginning of every lead generation project, the exact goals and expectations are discussed in an **initial workshop**. This also serves to provide BDG with deep knowledge about the company and its products or solutions in order to represent it in Germany later on.

As the BDG experts have vast experience in **navigating the German market**, diverse strategies are discussed and options for the lead generation activities are weighed with the client.

Often the strategic review starts with a brief analysis of the status quo for which BDG has developed a screening method, (see graphic on the right), and then continues on to a comparison with the **competitive landscape** in Germany.

Throughout a **BDG Lead Generation®** project, the strategic development of the project is constantly reviewed and discussed in regular meetings that we call control point workshops.



With the right strategic navigation the impact of your entrance in Germany is optimized from the start.

TARGET FLATRATE

Use an unlimited potential of B2B prospects that we make available for your sales campaign in Germany.



Crucial for your lead generation project is the **search and identification of the right target companies**. You will therefore profit from several approaches that we have developed for this. Exports of the most promising B2B companies are made and presented. In many of our projects, more complex criteria are woven into the selection of target companies such as:

- what kind of staff is the target company looking for at the moment?
- which German associations are they a member of?
- how high is the likelihood of them being interested in a certain product or solution?

Not only is data extracted from databases but always run through the skilled hands of our researchers. This **adds tremendous value** and increases the chances of finding the most suitable targets for the campaign.

You will profit from our active validation and management of B2B prospects for your campaign in Germany.

COMMUNICATION TOOLS

Making sure that you are heard in the German market.

Before reaching out to German companies, it is crucial that your sales tools are well-prepared.

This goes beyond the mere translation. Much more, it is a question of **shaping the marketing and making it consistent with the German target groups.**

The primary goal of this is **optimizing the effect of the sales pitch** as well as generating interest with the approached German decision-makers.

Your campaign in Germany will profit from the expertise of our marketing team. We have senior marketing strategists, copywriters, graphics designers and also digital marketing experts ready to facilitate the optimization of your sales tools and to deliver comprehensive support in this field.

By optimizing your communication for this market, we will lift the brand impact and support the sales process.



PRECISE TARGETING

How you pass through gatekeepers and get to the table with the decision-makers.



It is one thing to find a suitable target company, but actually **identifying the right person and decision-maker** within the target organization can be a tremendous challenge especially in big enterprises.

German companies are renowned to have strong gatekeepers and rarely share the business contact information of department heads or managers on their websites. Especially in companies with hundreds or more employees, the **exact person** needs to be found before sales attempts are initiated.

With BDG you will nonetheless have access to **precise targeting solutions** that make sure the right decision-marker is found.

Your campaign will be significantly more efficient because we do the research and make connections to find the actual person in charge.

PROJECT MANAGEMENT & REPORTING



Lean back and enjoy the German way of organizing a seamless project flow.

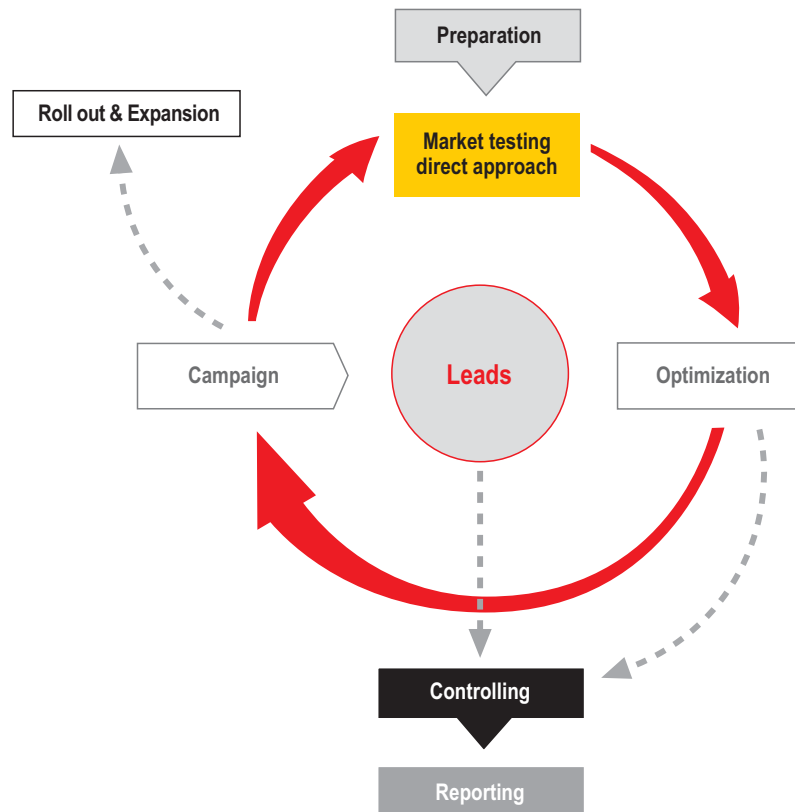
We are committed to making every project both impactful and effective. As most projects within our **BDG Lead Generation®** process have a duration beyond 6 months, a tight and transparent project management ensures that all team members are aligned and everyone is on track.

- Senior Project Leader: BDG appoints a project leader with vast experience who will serve as the primary contact and navigator for you throughout the whole project
- Fortnightly reporting: containing all relevant information
- Priority briefings: successful door-openings are relayed daily
- Control point workshops: every 3 or 6 months we offer strategic reviews to assess the overall achievements and to bring together relevant findings for a lean and agile project success.

Rely on our experienced experts as we steer your project in the right direction for comprehensive lead generation in the German market.

CONTINUOUS DOOR-OPENINGS

Keep your ultimate goal in proper sight: setting up a premium grade B2B lead generation process in Germany.



The heart of every **BDG Lead Generation®** project is the contacting of German companies and their identified decision-makers.

- Testing campaign factors: Our interactive and flexible outreach approach begins with a tentative contacting through our most senior staff.
- Scaling: Campaign is preliminary (...)
- Feedback review: Feedback from the German decision-makers is analyzed

In Germany, written communication is often taken more seriously than only a phone call. Therefore, our contact team is always equipped with email accounts under the name of the client that we represent so that we can send out professional and individually written emails on behalf of the company.

By using our DACH-wide lead generation methodology, you will achieve door-openings into the most demanding industries and on the highest decision-marking levels.



THE EQUATION OF LEAD GENERATION

You might ask which outcome can be expected.
That is a fair question, but let us determine the parameters first.

$$\frac{\text{QUANTITY} \quad + \quad \text{QUALITY}}{\text{RESOURCES}} + \text{TIME} \times \text{TRD}^* = \text{LEADS}$$

of target companies of research of personas

such as manpower, budget
and intensity

When working together with BDG, you will have a consistent goal-oriented approach on the basis of validated processes.
The impact of our tools and methods are proven and have enabled our clients to enter the German market successfully.

* Target Relationship Depth, in the following examples:

10%: Persona within target organization is identified and GDPR relevant permission is given for further contacting.

40%: Decision-maker has signalized general interest but without a concrete project opportunity at hand. Further contacts / exchange is explicitly wished.

80%: Decider possesses an active interest and would like a personal meeting / Demo / RFQ and the qualification process has started.

100%: Target organization wishes to engage and is finalizing proposal / order / agreement.

YOUR LEAD GENERATION PROCESS INCLUDES 6 ESSENTIAL SERVICES IN THE GERMAN MARKET



STRATEGIC NAVIGATION

This unique project solution for the German market is started with a thorough strategic assessment and continued afterwards.

TARGET FLATRATE & MANAGEMENT

We identify, qualify and manage target lists and make sure that the project is constantly fueled with the best prospects.

COMMUNICATION TOOLS

Your market entry and sales activities are supported by German marketing experts to make sure that you have the best impact in this market.

PRECISE TARGETING

We go for the highest quality in B2B contacting to make sure that the right decision-makers are interested.

PROJECT MANAGEMENT & REPORTING

Lean back and let BDG steer your project towards success.

CONTINUOUS DOOR-OPENINGS

Regular influx of interested high-end potential partners matching exactly your criteria is the ongoing result of this project.

OUR TEAM FOR YOUR SUCCESS



Rely on a strong and seasoned team of experts with great know-how, clear goal-orientation and passion for sales.



Thim Werner
Managing Director



Ute Janssen
Head of Communication



Martina Bellinghen
Senior Sales



Katja Adams
Senior Sales



Eva-Maria Breddin
Senior Sales



Marc Heimann
Junior Sales



Sabine Ophey
Marketing Strategy



Kristin Huckauf
Head of Marketing



Ruben Wojtczyk
Senior Editing



Lorenz Thaden
Digital Strategy & Sales



Tim Bauer
Online-Marketing



Dennis Nabholz
Junior Consultant



Anna Lena Mantei
Junior Consultant



Gregor Specht
Senior Consultant



Annika Lauer
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With a strong orientation for quality of our services, BDG is DIN ISO 9001:2015 certified and strives towards continuous improvement. In addition to this, we follow ethical standards and are signatory to the United Nations Global Compact.

WE SUPPORT



Since 2018 bdg Consulting GmbH has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

**HIGH END DOOR OPENINGS &
LEADS FOR YOUR
SUCCESSFUL BUSINESS
DEVELOPMENT IN GERMANY**