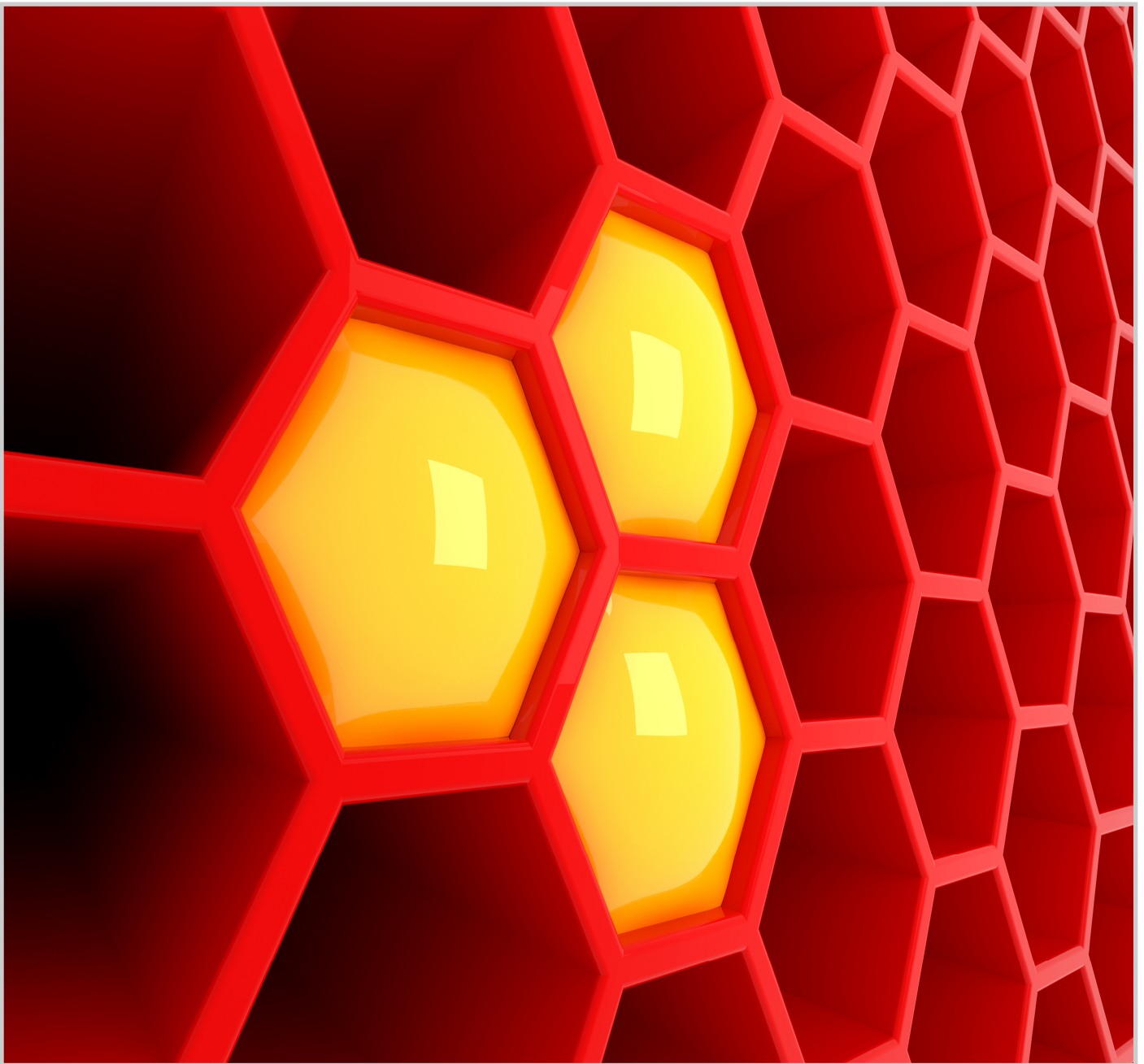


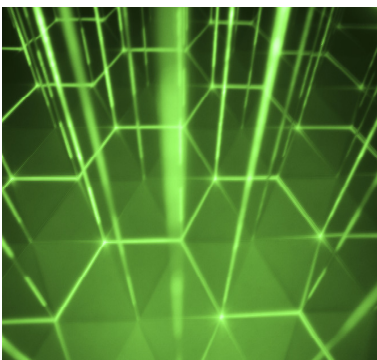


NanoTech Consulting





- SPECIALISING IN GLOBAL SALES AND MARKETING STRATEGIES
- MORE THAN 25 YEARS' EXPERIENCE IN THE HV AND UHV SECTORS
- ACCESS TO A GLOBAL DATABASE OF TARGET ACCOUNTS
- MORE THAN 30 GLOBAL DISTRIBUTION NETWORKS
- LOW-COST COUNTRY STRATEGIC SOURCING



Technology At Work For You

CONNECTING YOUR BUSINESS TO THE COMMERCIAL STRATEGIES YOU NEED

NanoTech Consulting specialises in global sales and marketing strategies to help companies realign their commercial activities and further develop their businesses into new markets and territories.

With more than 25 years' experience in the high and ultra-high vacuum sectors, **NanoTech Consulting** has access to a global database of target accounts via more than 30 distribution networks world-wide.

Market sectors include:

- R&D including universities, government laboratories and synchrotron facilities
- OEM (system integrators)
- Industrial end-users

NanoTech Consulting can also assist to lower operating costs by strategic sourcing from high-precision, fully qualified manufacturers in low-cost country locations.

Commercial Actions Plans

- Realignment & planning of commercial activities to **significantly boost organic growth**
- Territory, customer & product segmentation with KPIs
- Strategic planning of target key accounts
- Distributor network appraisal & management
- Implementation of sales & marketing strategies



CRM Implementation

- Advice on CRM structure & management
- Implementation and operation of an efficient and effective pipeline
- Focussing the sales team to become more efficient
- An efficiently run CRM will help to **increase sales**, keep **customers happy** and enable a more **productive workforce**



Key Account Management

- Understanding the role of a Key Account manager
- Focussing on the 80/20 customer base
- How to create closer working partnerships
- Adding value to the customer
- Key Account tactics & strategies
- Making it **'easier to do business'**





Digital Email Marketing

THE MOST EFFICIENT AND EFFECTIVE FORM OF DIRECT MARKETING TO YOUR CUSTOMER BASE

Traditional forms of marketing such as postal mailers or journal advertisements are often expensive and provide no feedback as to how effective they are. With digital email marketing, campaigns can easily be produced at virtually no cost and distributed to a pre-qualified database on a regular basis. In addition, segmented marketing is easily achievable by ensuring the correct target audience receives the right message, significantly improving the chance of success.



The benefits of digital email marketing include:

- **Subscriber Profiles:** Obtain an insight into your recipients activity and interests
- **Target Smarter:** Email only the right people, with the right product, at the right time
- **Advanced Analytics:** Review detailed reports that provide feedback on engagement, website activity and more!
- **Smart Follow-Up:** Focus on the 80/20 customer base with high engagement



NanoTech Consulting can cleanse mail lists to ensure 100% hit rate, create campaigns from inception to execution, analyse feedback and make recommendations on future strategies.

Technical Copywriting & Print Media Production

NanoTech Consulting can assist with the design, layout and production of all print media including data sheets, brochures, catalogues, newsletters and posters. With over 25 years experience working in the scientific sector, **NanoTech Consulting** can provide technical copy that raises brand awareness, brings insight to the product and communicates the key features and benefits to the target audience.

- Design, layout and creation of all print media
- Technical copywriting highlighting key features & benefits
- Efficiently prepared documentation that maximises users' productivity

Competitor Product & Market Investigations

Products that are technically superior and competitively priced, can significantly improve growth and market share. **NanoTech Consulting** can undertake investigative projects to provide a full analysis of competitors' products and markets, resulting in commercial and technical recommendations along with sales and marketing strategies. Such reports are valuable tools, whether it be to improve an existing product or enter new markets.





Global Distribution

ACCESS TO MORE THAN 30 INDUSTRY-RELATED DISTRIBUTION NETWORKS WORLD-WIDE

NanoTech Consulting has over the past 25 years, built up a comprehensive network of industry-related distributors and agents in all major scientific locations throughout the world. In addition, **NanoTech Consulting** also has access to a global database of target accounts in vacuum related markets; from The Americas to Europe to The Middle East and on to Asia Pacific, **NanoTech Consulting** can assist with the expansion of your business into new markets and territories.



- Access to a global database of target accounts in vacuum related markets
- Training existing and new distributors both in commercial and technical disciplines
- Appraisal of existing distributors with recommendations for improvements
- Identification and appointment of new overseas distributors
- Creation of distribution agreements and NDAs



Low Cost Country Strategic Sourcing

ONE OF THE MOST EFFECTIVE PROCUREMENT STRATEGIES TO LOWER OPERATING COSTS

The accelerating trend towards increased sourcing of materials and components outside of home markets, is being fuelled primarily by relentless competitive pressures for companies to investigate ways to reduce costs. Since manufacturing companies spend a major portion of their revenue on the purchase of parts and materials, low-cost country sourcing makes perfect sense.

NanoTech Consulting, with more than 25 years experience working with low-cost country suppliers, is the perfect partner to assist in the reduction of operating costs.

- Access to high-quality, fully qualified manufacturers in low-cost country locations
- Assistance to lower cost on materials, sub-assemblies and piece-parts
- Full pre-production qualification with material certification and samples supplied in advance
- Full process management from quotation to delivery of product
- Management of all international customs fees and duties



NanoTech Consulting Global Partners



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