

Use Creativity and New Ideas to Grow Turnover and Cut Costs

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Interim Sales

(Acquisition - Sales - Resulting)

“rent a power sales force”

Interim Sales: Acquisition - Sales - Resulting

- **What we can offer**

Artkommt offers you Sales Services provided by a team of more than **200 Experienced Sales Professionals** and is a state-of-the-art provider of holistically designed, interoperable sales services. We concentrate on:

- **Proactive sales to dedicated markets**
- **Establishment of sales representations in Europe, focusing on the German-speaking countries (D-A-CH)**
- **Development of direct and indirect sales channels**
- **Optimization of existing sales organizations and their processes**
- **Formation and development of companies on our clients' behalf**
- **Scouting of companies suitable for M & A concepts**

Artkommt relies on an **international network of contacts** and enjoys direct access to many TOP deciders in medium-sized businesses and large corporations as well as in associations and public authorities.

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- **What our services look like**
 - **Proactive taking responsibility** for areas, industries, countries, or “named accounts” - limited in time and result-driven; exit defined in the agreement
 - Placing products and services on the market
 - Implementation of account- and target-specific strategies
 - Existing networks for shortening the time to signing with the TOP 1000 (relation management)
 - Formation of companies and subsidiaries; building, development, and optimization of sales and marketing structures, based on contractual provisions
 - Sales coaching for both sales force and management (individually)
 - **Interim management**
 - **Business development** projects (international)

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- **The benefit of our clients**

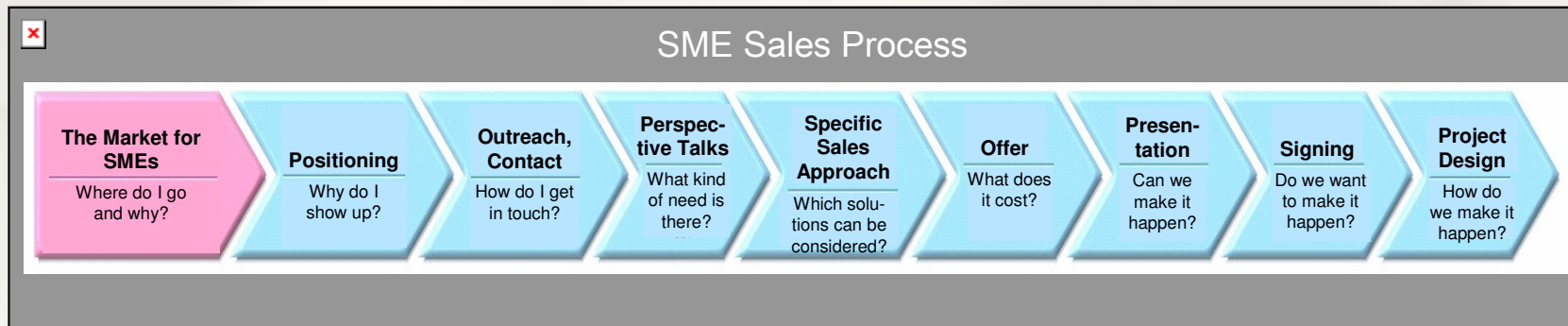
- Cutting initial entry cost generally by approx. **25% - 30%**
- **Target order volume determined and basis of cooperation**
- Transparent reporting for **full control** of all sales activities at any time
- **100% ownership** of all sales and reference data
- **Flexible, partnership-driven agreements** (duration and contractual provisions)
- **No compensation or equalization payment** at the end of the business relationship - status is not that of a commercial agency
- **Constantly highly motivated and experienced sales team**

- **We're customer acquisition experts!**

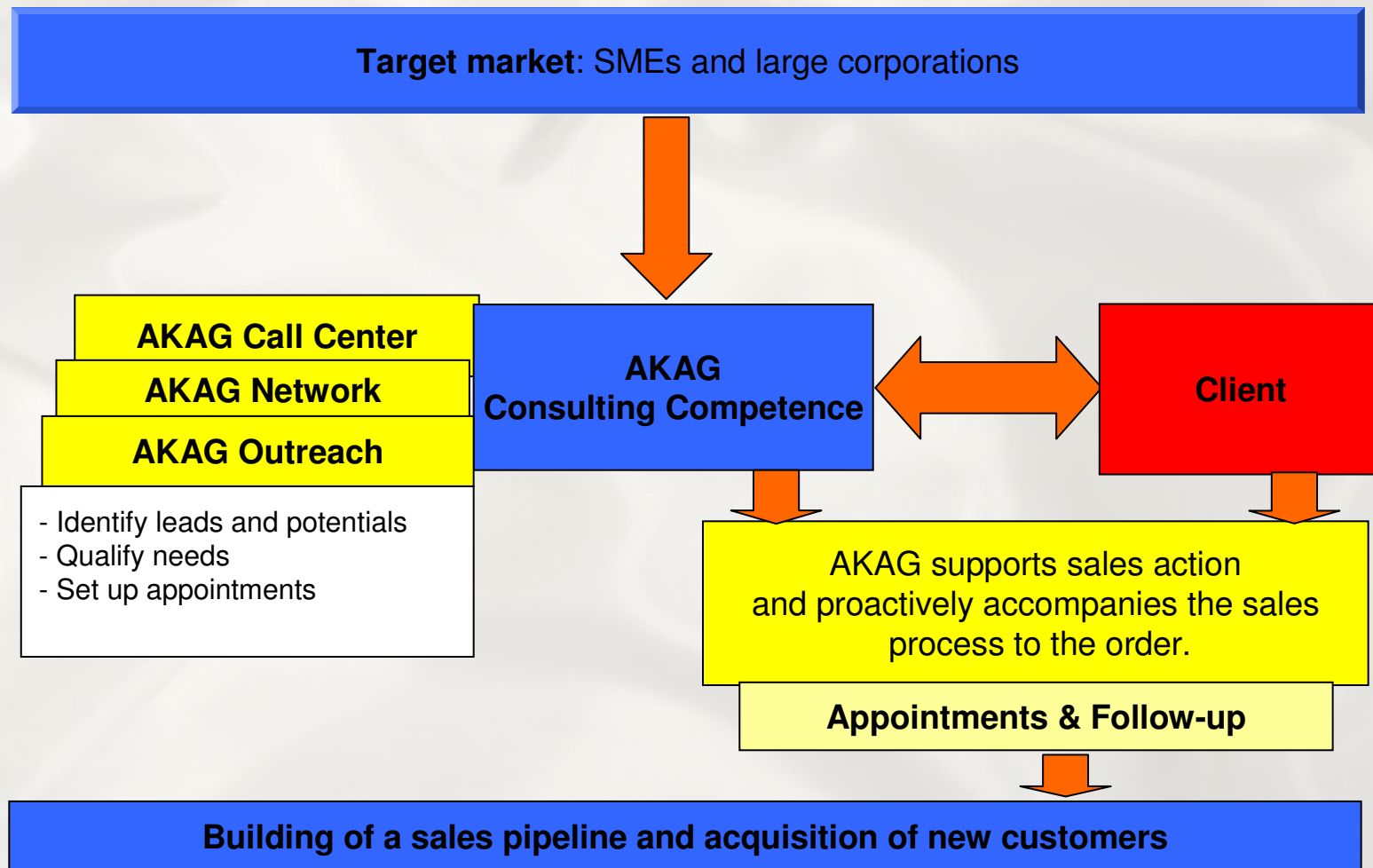
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HOW we do it

Sales as a process

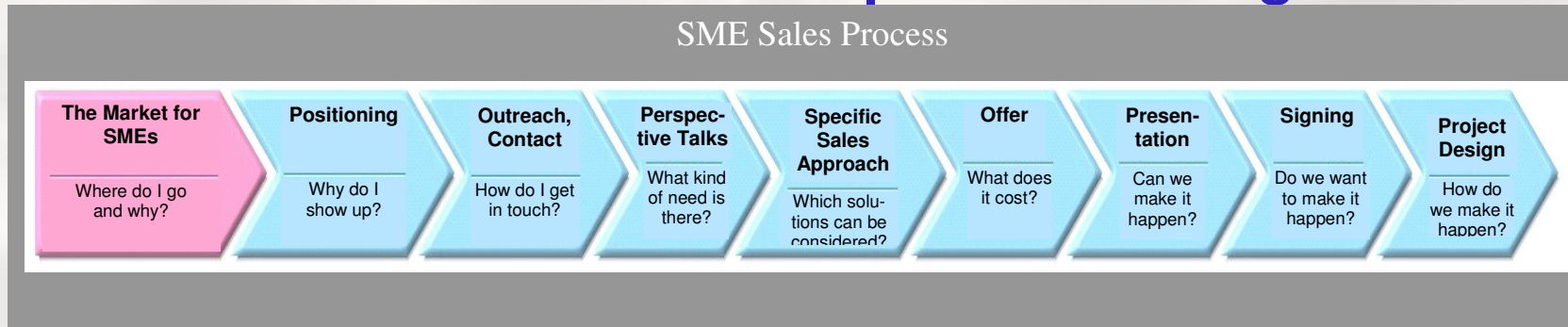


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Sales Process & Pipeline Building



Lead Identification	Detailed Lead Qualific'n	Prospects/Appointm'ts	Follow-up Actions	Goal!
approx. 200 contacts* a month	approx. 10 qualified leads* a month	approx. 4 - 6 initiating appointments* a month	approx. 1 opportunity* a month	approx. 12 opportunities p.a.
- from AKAG contacts - from AKAG call center - from AKAG network	Detailed qualification and identification of need by AKAG, including setting up appointments	Appointments kept by AKAG, phasing in pre-sales consulting	Proactive accompaniment of the sales cycle to signing by AKAG	New customers & orders



Sales Cycle = approx. 3 - 9 months from lead to signing

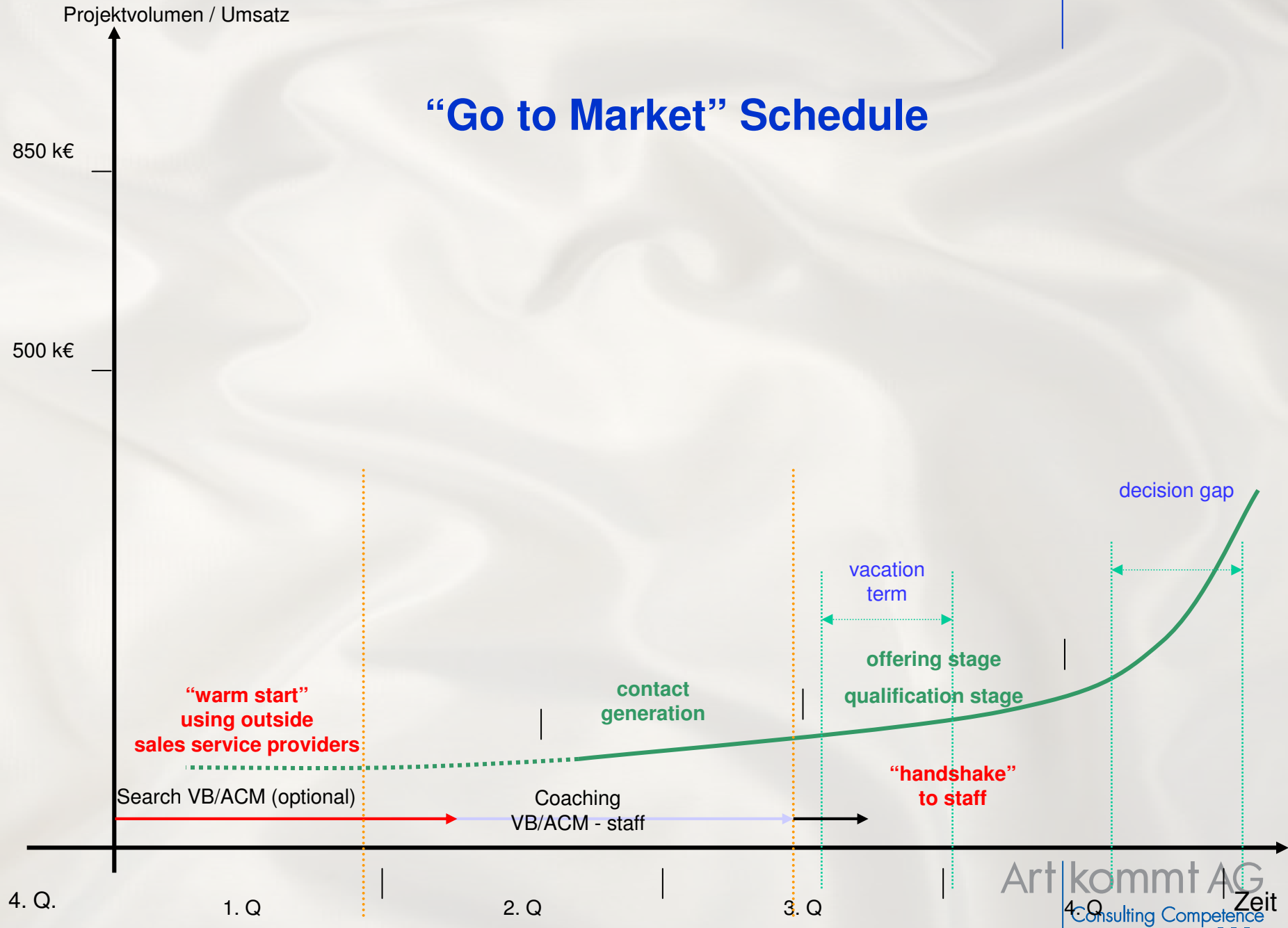
* monthly performance per active ACM

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Definitions

- Opportunity:**
- Budget for a defined project available
 - All relevant contacts known
 - Client wants need to be developed jointly (pre-sales stage)
 - Project probability confirmed
- Prospect:**
- Qualified need exists
 - Preparedness for an initiating appointment
- Lead:**
- Interested contact identified
 - Information on client's products desired

“Go to Market” Schedule



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