



We grow your business with Fortune 500 companies

Sell, build & negotiate long term growth partnerships for digitally enabled solutions

Create a customer experience mindset

OFFER

Taking the customers view, understanding how to add value to his business drives the conversation:

1. Atelier / Workshop
 - Case Study on a customer transformation such as doubling revenues, changing business & coverage model, growing to Strategic Partner
→ overview of building blocks & process
 - Interactive whiteboarding on a startups / participants pursuit
→ high level plan to grow the client
2. Engagement:
 - Regular exchange and presence with sales team / sales leadership
 - Coaching to implement building blocks & capabilities for enterprise business
 - Build & deliver strategies for dealmaking & negotiations
 - Active contribution to negotiations

CONTENT

Setting objectives, roadmap, timeline, resources to approach large enterprises; key building blocks:

1. Building an offer
 - Insightful solution for the customers problem
 - Products, Commercials, Engagement, Governance
 - Alignment of objectives
2. Demonstrate value
 - Business value & hard savings
 - Align with revenue, cost & budget expectations
3. Negotiate the transaction
 - Strategy
 - Centering the negotiation
 - Closing Funnel
4. Execute the sale
 - Consistency, closing plans, timelines
 - 3 messages & next steps
 - Activities are not accomplishments

BUSINESS MODEL

Getting a fair share of the pie / rewarded for contribution via one or in combination of

- daily / hourly rates
- retainer
- revenue share
- equity

→ Expenses will be charged

The work for clients allows the investment in the [Nicola Werner Challenge](#), a charity running the premier European cycling event promoting active cancer prevention.

Clients are invited to be partner of the Nicola Werner Challenge.



MORITZ WERNER

15+ years sales & business development leadership: Global Account Management, Dealmaking, New Business Models, Executive Advisory Board

[Complete CV](#)

EMPLOYMENTS



FORTUNE 500 CLIENTS
with SAP & Salesforce
(deals closed)

Air Liquide, Apple, Bayer, BMW, Bosch, Caterpillar, Coca Cola, Colgate, Daimler, E.ON, Ford, ExxonMobil, General Electric, Hitachi, Lockheed Martin, Nestlé, Procter & Gamble, Saudi Aramco, Shell, STMicro, Unilever, Valero Energy

