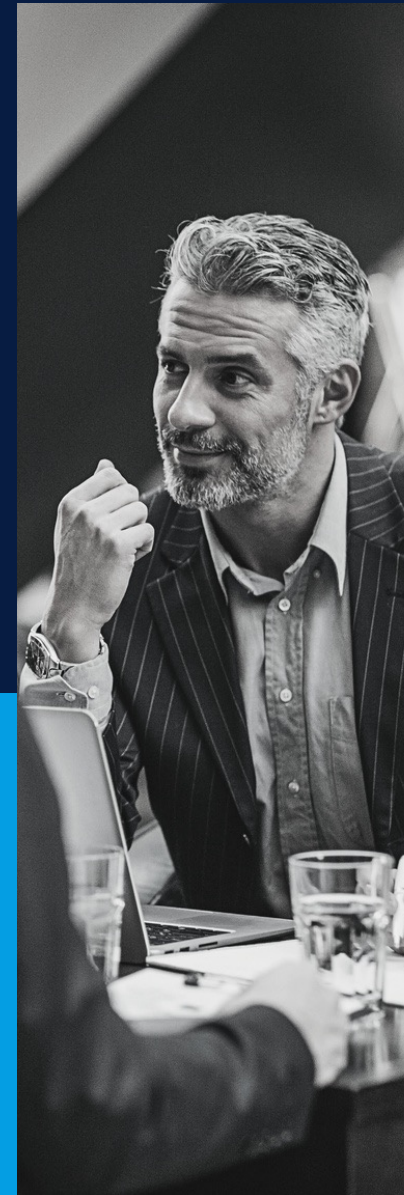


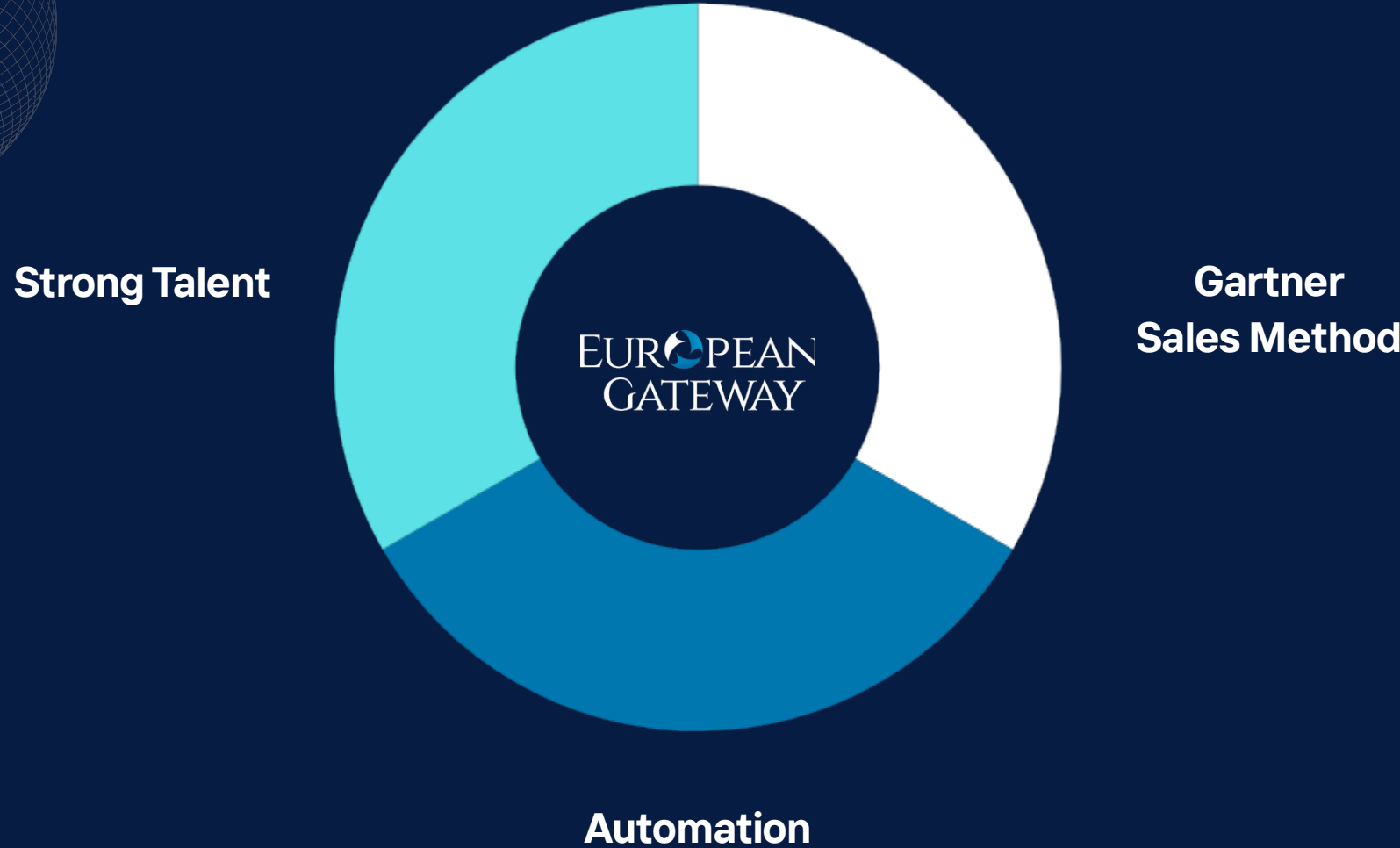
# European Gateway

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1. Introduction
2. Reference Clients
3. Expertise
4. Reverse Engineering
5. Pipeline Builder
6. Sales Execution
7. Commercials
8. Onboarding



# Introduction





# Client Testimonials



**Kenni Bjorn**

Network Consulting Group - UK



NCG used EG's growth strategy to gain over GBP 1 million in net new business

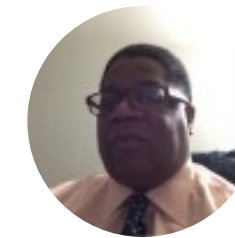


**Ralf Hertneck**

Cloud Value Group - DE



We used EG to increase sales revenue by 20%



**Donn Richardson**

Equinox - USA



\$48,000 deal in our first Month



**Marc Schieder**

Global Data Net – Germany



Globaldatanet used European Gateway grow the business in Northern Europe



**Dmitry Luzyanov**

Teoxoft - Turkey



EG helped us increase our conversion rate significantly



**Björn Groenewold**

Groenewold - IT Solutions, Germany

Consistent well qualified meeting flow

## 100+ Clients for 6 Years





## Solutions

Software Development  
Cyber Security  
SaaS  
Data Analytics  
Artificial Intelligence  
Mobile App Dev  
IT Consulting  
E-Commerce  
Big Data  
Fintech  
Med Tech

EUROPEAN  
GATEWAY



UK/ Ireland	USA
BENELUX	Iberia
DACH	Italy
Nordics	Middle East
France	

## Industries

Enterprise  
Mid Market  
SMB  
Automotive  
Pharmaceuticals  
Financial Services  
Information Technology  
Energy and Utilities  
Retail and FMCG  
Aerospace  
Healthcare  
Hospitality  
Telecommunications



## Personas

CEO, CFO CIO, CMO, COO, CTO, HR, Sales Director,  
Product Manager



# Reverse Engineering

Pipeline Building

Sales Execution

Identify

Qualified

Discovery

Solution Validation

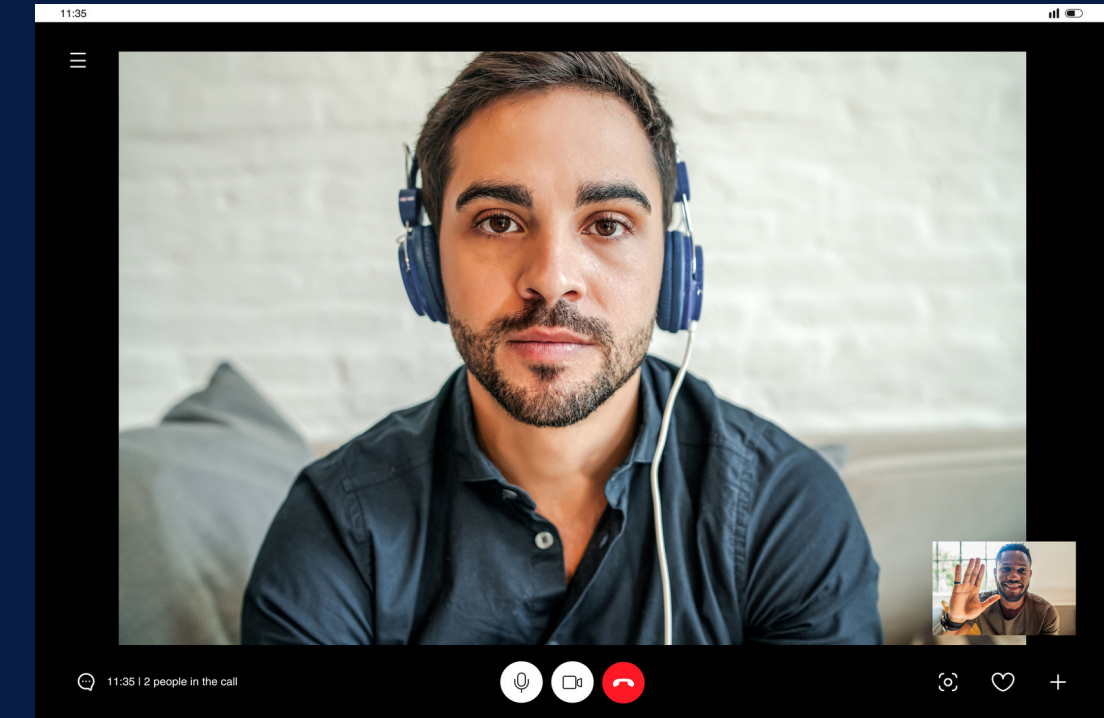
Close





# Pipeline Builder

5 BANT Qualified Opportunities Per Week



## Marketing

- Value Content
- Daily Post on Social Media
- Client Video Testimonials
- Case Studies
- Newsletters
- Blog Post
- Email Campaigns
- DEMO Videos
- Media Landing Pages

## Events

- Webinars
- Conferences
- Promotion Videos
- Exhibitions
- Podcast
- BNI

## Lead Generation

- Persona Identification
- Sequence Building
- Voice Mail
- Cold Call
- SMS
- Email
- LinkedIn
- OPC Questions
- A/B Testing

Strategy Insights

Meetings



# Sales Execution



## Discovery Meeting

- Pain points and obstacles
- What are the implications
- Compelling event to drive timeline
- Next Steps

## Solution Validation

- Trials / Demos using success criteria
- Are there metrics and how well defined are they
- Who cares and Why
- What do you get in return for the trial / demo / reference?

## Closing

- Risk factors and Forecast
- Confirm proposal is with the decision maker
- Assumptive close, not aggressive
- Expectation Sharing



# Monthly Contract

## Pipeline Builder

€2,995

Per month + 1-10% commission

- 
- ✓ Value Messaging
  - ✓ Lead Generation
  - ✓ Marketing
  - ✓ Virtual Events

## Sales Execution

€3,995

Per month + 1-15% commission

- 
- ✓ Value Messaging
  - ✓ Lead Generation
  - ✓ Marketing
  - ✓ Virtual Events
  - ✓ Sales Execution

## Custom

Custom

- 
- ✓ Custom



# On-Boarding Process



## Client Requirement

### Onboarding

Contract is signed, Date of the first Onboarding / Kick off call begins the contract time period. Client is interviewed about the value proposition and target market. Calls are recorded.

### Strategy Analysis and Confirmation

Content approved, Systems integration, OPC generator, First outreach begins

### Weekly Check in

Sales Pipeline Review and Sales Conversions

Week 1

Week 2

Week 3  
Onwards





# Check List

- ✓ **Contract Signed**
- ✓ **Kick off Date Chosen**
- ✓ **Materials Shown**
- ✓ **First payment completed ahead of campaign**

## **Terms and Conditions**

- **The billing period begins from the first kick off date**
- **The client must pay up front for the following period of work**
- **There is no possibility of working on commission only**
- **The contract can be cancelled any time**
- **European Gateway endeavor to begin prospecting within two weeks of the first onboarding call**
- **Clients requiring more time to approve strategy will be billed for the time**
- **The commission is decided after a deal has closed**
- **European Gateway takes commission on the value of the first year of the deal**





# Timelines and Deal Size

IT Development	SaaS
<€100,000 = 6 Mon	<€50,000 = 3 Months
€100,000 – €200,000 = 6–9 Months	€50,000 – €100,000 = 6 Months
€200,000 – €250,000 = 9–12 Months	€100k+ = 6–12 Months
€250k+ = 12–18 Months	



## Thank You

Each team leader at European Gateway is tasked with executing our clients' strategies and utilizing the 36 sales methodologies outlined in the EG Sales PlayBook.

With experience at prestigious firms like Gartner, IBM, and Accenture, they lead their teams to success, actively ensuring deal closures and over exceeding targets.