

ERP SOFTWARE FOR DACH MUNICIPALITIES



PROFITING FROM OUR NETWORK

TAILORED SOFTWARE FOR MEDIUM AND LARGE MUNICIPALITIES IN THE DACH REGION

An Icelandic software company with an ERP solution for the public sector sought to expand into the Austrian and German markets leveraging vendosolutions' expertise.

The Challenge

The Icelandic company faced a significant hurdle in directly addressing German and Austrian municipalities due to language barriers. They needed a partner who could not only bridge this gap but also navigate the diverse landscape of local governments in these countries.

The Process

vendosolutions began by conducting a detailed workshop to understand the scope of the sales work. They then crafted several outreach campaigns tailored to the municipal sector in the DACH region. The team utilized their Value-Added Emailing technique, personalizing each communication based on the specific needs and challenges of local governments.



The Solution

Within the first six months of the partnership, vendosolutions successfully reached out to over 500 municipalities across Germany and Austria. By employing their Value-Added Emailing (VAE) technique and leveraging their native German-speaking team, vendosolutions was able to craft messages that resonated with the diverse local government landscape.

The dedicated account managers at vendosolutions filtered their existing network and initiated contact on behalf of the Icelandic company. This approach led to multiple meetings with medium and large municipalities, providing opportunities to introduce and test the client's ERP software solution.

VENDOSOLUTIONS: WHAT WE BRING TO THE TABLE

EXPERIENCE

For the past three decades the team at vendosolutions has been involved in global business in a variety of functions and industries. Functions include Country as well as Regional Management, Sales, Business Development, Key Accounts, Human Resources and Product Management. We have deep experience from Banking to Retail, Telecoms to IT and a number of industries in-between.

INTERNATIONALITY

Our entire management team has worked internationally for most of their careers and has lived in a number of countries outside of home. It is this cultural diversity that allows vendosolutions to target international audiences effectively. We understand how to communicate across regions, having done business on every major continent and with companies in over 50 countries.

NETWORK

For three decades we have built a global network which our partners benefit from tapping into. We are connected to 1,000s of global decision-makers, across a wide range of functions and industries. Quite a number of these people look to us to bring them new, innovative ideas to pursue in their corporations. We are a trusted partner of companies such as Red Bull, Credit Suisse or Deutsche Telekom.

ELOQUENCE

Over the last few years it has become very evident that what people respond to is carefully worded material. We take a great deal of pride in being able to understand our partners' business to such an extent that we can phrase all client communication in an intriguing yet simple way. This allows us to get a strong response rate from prospective companies which significantly shortens the sales cycle.

PASSION FOR SALES

We work with partner companies of all sizes, from start-ups to corporations and help them with their sales. We usually come in when the strategy is formulated, the products are ready and someone is needed to actively approach, meet with, qualify, follow-up on and close the client. We roll up our sleeves and bring in new business thanks to our proven and unique method.

MULTI-LANGUAGE

Our company is based in Vienna, Austria. The team is spread across the town in virtual offices. Due to International hiring, we now speak five languages with native proficiency. These are English, German, Spanish, Hungarian and Polish. Our language base will expand as is necessary to serve our international partner base.

COST

What does it cost to hire an experienced sales resource? One with a list of interesting clients that they bring on-board, fluent in multiple languages and with a proven track record? Sounds expensive? It doesn't need to be. Our professional package comes in at a fraction of the cost you would expect. Let's take a little time and talk through the options together.

QUALITY-BASED APPROACH

Are you skeptical of the effectiveness of outsourced sales companies? Perhaps you have been the subject of hard selling methods and don't feel that it fits the culture of your company. We are diligent and thoughtful in our approach. We have a unique way of looking at what you do and add quality to your sales team. You can say that we use a scalpel, not a sledgehammer. Discover what this means for you.

WE TURN A MILLION TO ONE INTO ONE IN A MILLION

vendo
SOLUTIONS