



JB Consultings

success together

Support for sustainable business success

We at JB Consultings support companies in achieving their goals and attaining sustainable success. Let's work together to shape the path to a successful future. Your success is our goal!





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JB Consultings specializes in providing top-notch sales advice tailored to the agricultural industry, offering comprehensive solutions to meet your unique needs. We also excel in supplying high-quality technical springs for various sectors.

Explore innovative sales optimization strategies with us to thrive in agriculture and technical spring markets. Our expertise, dedication, and commitment to outstanding service ensure your success. Visit our website and connect with us to embark on your journey to excellence.

We are a forward-thinking company leveraging synergies in metal processing, technical springs, molded parts, laser components, and plastics for automotive and agricultural machinery sectors. With a focus on know-how, reliability, flexibility, and motivation, we foster partnerships nationally and internationally.

JB Consultings actively expands its network, embracing new technologies and markets to adapt to evolving industry landscapes. We pride ourselves on connecting customers and suppliers directly, fostering enduring relationships across Europe and beyond, with partners in Germany, the Netherlands, Croatia, China, and India.





Your benefit

Our success factors

- ✓ We are a "global Partner,,
- ✓ We are a reliable Partner
- ✓ Our principle is "**one face to the customer**"
- ✓ We are working in your name & likely as an employee of your company

Your advantages

- ✓ flexibility + customer care 24/7
- ✓ global network of an experience of 30 years
- ✓ quick decisions and binding accepts
- ✓ you just have **one** competent contact
- ✓ individual actions follow your needs
- ✓ we are spezialists in your industrial business area



Footprints



Europe:

- ✓ **Germany:** Burscheid, Coburg, Bremen, Hamburg, Kaiserslautern, Solingen, Wolfsburg, **Hannover**
- ✓ **Poland:** Polkowice
- ✓ **Denmark:** Kerteminde
- ✓ **Netherlands:** Maassluis
- ✓ **Swiss:** Zürich, Basel
- ✓ **Czech Republic:** Budweis
- ✓ **Spain:** Barcelona, Bilbao, Madrid, Valencia
- ✓ **UK:** London, Suffolk

Asia:

- ✓ **China:** Beijing, Shanghai, Hongkong, Shenzhen
- ✓ **India:** Maharashtra

US:

- ✓ **USA:** Miami, Houston, New York

Services



Market Analysis:

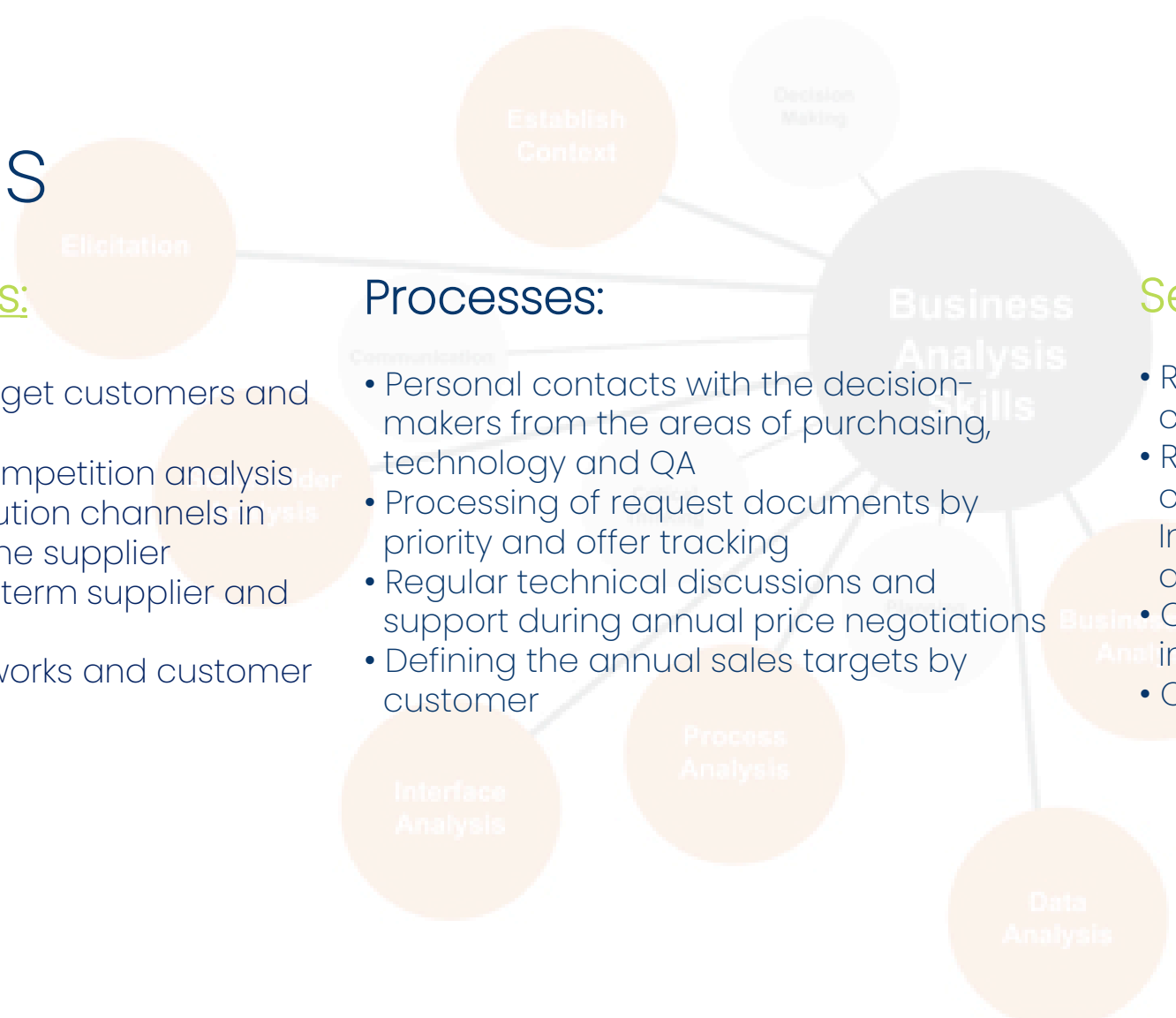
- Identification of target customers and industries
- Comprehensive competition analysis
- Definition of distribution channels in coordination with the supplier
- Creation of a long-term supplier and customer strategy
- Use of existing networks and customer information

Processes:

- Personal contacts with the decision-makers from the areas of purchasing, technology and QA
- Processing of request documents by priority and offer tracking
- Regular technical discussions and support during annual price negotiations
- Defining the annual sales targets by customer

Service:

- Reporting on all important customer contacts and actions
- Recognize Reorganization / structural changes at the customer recognize Investigation of market trends / trends and technologies
- Organize Fairs and implementation including trade fair follow-up
- On-site complaint handling





Market Analysis

A market analysis is a systematic examination and evaluation of market conditions, trends, competitors, customers, and potential business opportunities within a specific market segment or industry. The goal of a market analysis is to assist businesses in making informed decisions by providing insights into the market and its dynamics.

Typically, a market analysis includes the following aspects:

1. Market size and growth: Assessment of the current market size and forecasting future growth.
2. Market trends: Identification of trends influencing the market, such as technological developments, changing consumer behavior, or regulatory requirements.
3. Competitive analysis: Examination of competitors in the market, their strengths, weaknesses, market shares, product offerings, and strategies.
4. Target audience analysis: Identification of target audiences and their needs, preferences, purchasing behavior, and decision-making processes.
5. Market entry barriers: Investigation of barriers to market entry such as high capital requirements, regulatory hurdles, or strong competitive intensity.
6. SWOT analysis: Evaluation of strengths, weaknesses, opportunities, and threats related to market entry or business operations.
7. Potential business opportunities: Identification of unmet needs or market niches that can be exploited as business opportunities.

A thorough market analysis is crucial for businesses to make informed strategic decisions, such as developing new products, expanding into new markets, setting pricing strategies, or improving marketing efforts.

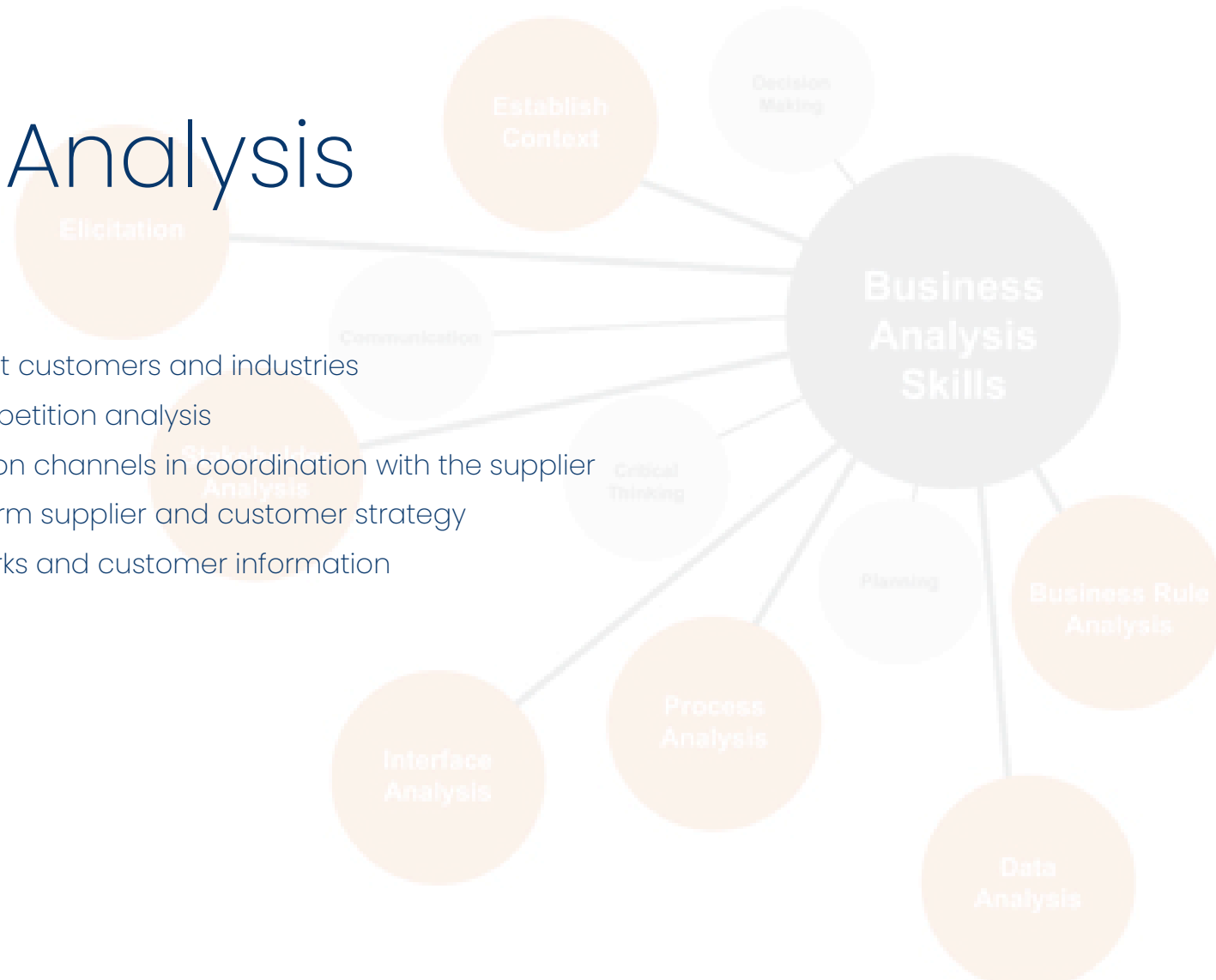




Market Analysis

In short

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- Comprehensive competition analysis
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Processes



Market penetration refers to the strategic measures a company takes to position and market its products or services within a specific market segment. This process involves various activities aimed at strengthening market presence, improving customer loyalty, and ultimately increasing sales.

Market penetration typically includes the following steps:

1. Market segmentation: Dividing the overall market into smaller, homogeneous groups of customers with similar needs, characteristics, or behaviors.
2. Target audience selection: Choosing the specific market segments that the company wishes to target, based on criteria such as size, growth potential, competitive intensity, and strategic fit.
3. Positioning: Developing a clear positioning for the product or service to differentiate it from competitors and communicate unique value to the target audience.
4. Marketing strategy: Setting marketing objectives, messages, and tactics, including product design, pricing, distribution channels, and advertising campaigns, to reach the chosen target audiences.
5. Implementation: Executing the marketing strategy by planning and carrying out marketing activities aimed at raising awareness of the product or service, stimulating demand, and promoting sales.
6. Monitoring and adjustment: Continuously monitoring market performance to evaluate the success of the market penetration strategy and making adjustments as needed to respond to changing market conditions or customer needs.

Effective market penetration is crucial for the long-term success of a company as it helps build a strong market position, strengthen customer relationships, and secure long-term competitive advantages





Processes

In short

- Planning and Reporting
- Milestones/Selling Journey
- Requirements/Competencies
- KPIs and Success Metrics
- Networking
- Adjustments



Services



Our sales service refers to services that help businesses effectively sell their products or services and increase revenue. These services can be provided by various providers and range from simple sales consultations to comprehensive sales solutions. Here are some common components of a sales service:

1. Sales consulting and training: Consulting and training of sales staff to improve their sales skills, develop sales strategies, and learn effective sales techniques.
2. Sales outsourcing: Outsourcing certain sales functions to external service providers, such as telemarketing, lead generation, customer support, or sales representation.
3. Sales strategy development: Developing tailored sales strategies that are customized to the specific goals, target audiences, and market requirements of a company.
4. Sales channel management: Managing and optimizing sales channels, including retail, wholesale, e-commerce, distribution partners, and direct sales.
5. Sales marketing and advertising: Developing marketing and advertising campaigns aimed at promoting the product or service, strengthening the brand, and increasing sales.
6. Sales analysis and reporting: Conducting analyses and creating reports to measure the success of sales activities, identify sales trends, and gain insights for future sales strategies.

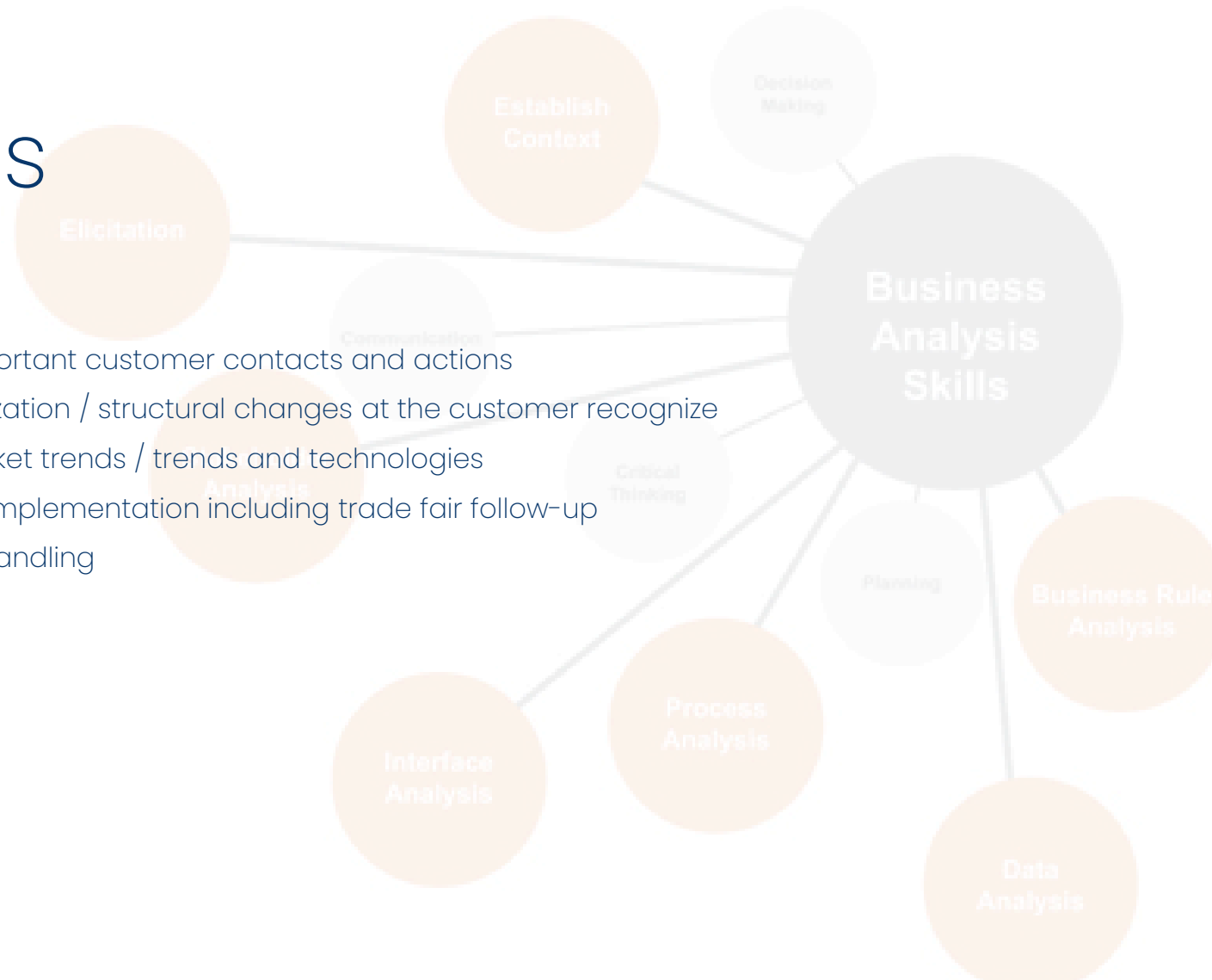
An effective sales service can help companies achieve their sales goals, increase efficiency, and gain competitive advantages in the market.



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In short

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