



HOW TO BOOST YOUR BUSINESS DEVELOPMENT IN EUROPE?

Once you have identified and mapped the European market opportunity it is time to commit considerable resources to find, identify and secure the individual companies or product lines.

MedSupport Europe is your partner to support you in accelerating this process. MSE can temporarily provide the resources and skills to bring about the next steps in business development. We research, analyse, approach and interest potential new partners as part of our assignment. Where agreed upon with our client MSE will follow up the initial contacts and audit the new partner, so our client only needs to be involved in person when it comes to finalising an agreement with the new business partner.

Manufacturers of Medical Technology

MSE supports manufacturers in deciding which sales distribution channels best meet the end-user's demand. Our work accelerates the marketing process and reduces time-to-market for the new technology, in other words "Advancing Medical Technology". MSE finds the optimal partners for local markets that will offer the sales potential our clients seek.

Distributors of Medical Technology

Distribution companies are supported by MSE for extension of existing product categories or for building new categories. "Which potential suppliers meet our strategy, our profile?" Given extensive experience in representing both distribution and manufacturing companies MSE is well positioned to search, select and interest manufacturing companies offering innovative technology in the care area identified by the client.

What fees does MSE charge?

As all assignments MSE has taken on so far have required an individual approach, a description of the method of establishing the fees is given here. In the consultancy phase the fee either consists of a monthly retainer or it is based on a fixed amount for the assignment. In the business development phase the fee often has an important success-based part. As a service provider MSE likes to think it temporarily joins the client's team, thus MSE feels it also shares in the business risk.

What approach to Business development does MSE follow?

First of all MSE does approach its analysis and work from the individual angle of the assignment at hand. However the quality of the outcome of MSE's work is based on a structured process.

Please send MSE a brief *e-mail* in which you request the base-process for structured business development in Europe.