

Micro-flow Distributor Support action plan

Meeting 19.02.2010 (T. Ogihara, C. Garcia, M. Mayeux, M. Trojan. M. Wada)
 Report: Martin (20.02.2010)

Year 2010											
Q1			Q2			Q3			Q4		
Jan	Feb.	Mar.	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
		1) Finish LP 2010	2) Finish Application forms + translation	3) Research potential End-User list (per Application + country)	4) Vistits distributors for training	5) Follow up end of month	6) Follow up end of month	7) Follow up end of month	8) Follow up end of month	9) Collect results of action	
		Marc Christelle	Ogi Martin Christelle	Christelle Martin	Ogi Martin Marc Christelle	Christelle Martin	Christelle Martin	Christelle Martin	Christelle Martin	Christelle Martin	

Conclusion sales meeting 19.02.2010 (BXL)

Micro-flow Distributor Support action plan

1) A) Revise List price (LP):

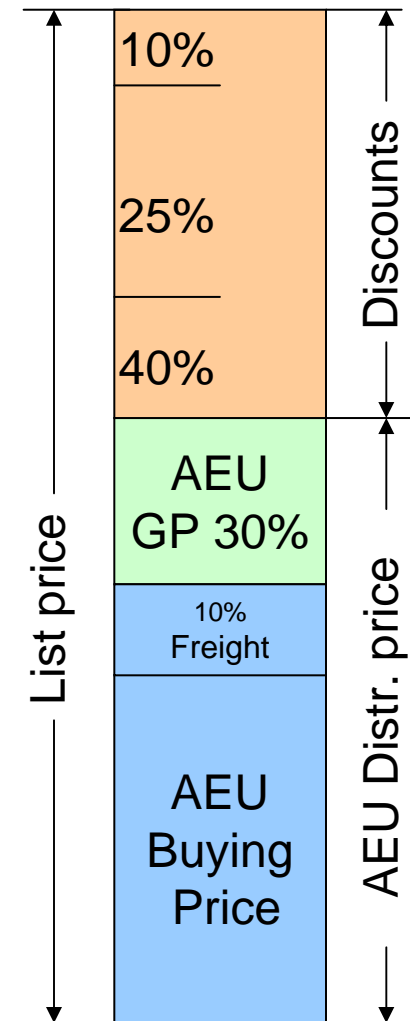
CMS, CMG, MQV, MPC (ACTION MARC + Christelle)

- $LP = AEU\ TP \times 1,1 : 0,7 : 0,6$ (use Ogis new TP-List)
- General discount 10% on LP
- Reseller discount 25% on LP
- Distributor discount 40% on LP from 1 unit
- Use feature based price + product picture + validity!
- OEM-projects possible with STP if necessary
- Always send LP + discount with separat email
- (No more volume discount)

1) B) Revise List price (LP):

MCF, MCS100/200 (ACTION Christelle)

- Check MCF price with actual buying price (done by Ogi!)
- MCS100/200 (ACTION Christelle)
- Leave volume discount model



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2) Application Forms (5 different successful applications)

- **Ogi-san** select successful application from Japan
- **Christelle + Martin** put in format A4
- Format: A4, Picture /Name/Description, Funtion & advantage of microflow
- Translaltion: English, French, German



•**Name:** Gas scrubber

•**Description:** Gas is a bla bla...

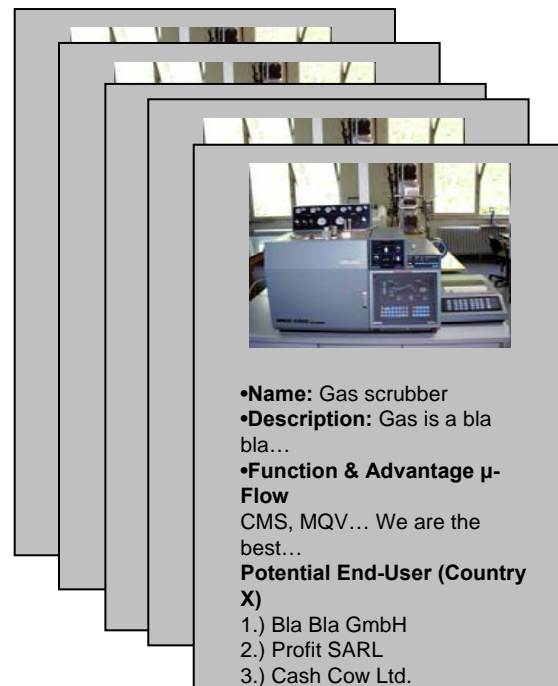
•**Function & Advantage μ -Flow**
CMS, MQV... We are the best...

•**Potential End-User (Country**
X)

- 1.) Bla Bla GmbH
- 2.) Profit SARL
- 3.) Cash Cow Ltd.

3) Potential End users per county (Application Forms)

- Internet research / buy info potential end-users in applications per country countries + (Christelle + Martin)
- Put potential(s) on Application form: home page, Tel.-No., address
- Make one set of application forms for each selected country hwoth promising research results



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4) Visit distributor for training

- Give explanation on new distributor support action (price + support)
- Application training, Product training
- Sales direction: whom to contact best?

	Application (1-5)					Visit training
DK (Hans Buch)	x	x		x		Martin
PL (Antycor)		x	x	x	x	Martin / Ogi
HU (Flowell)	x	x		x		Martin / Ogi
UK (?)		x	x	x	x	Ogi
NL (SENTEC)	x		x	x		Heinz / Christelle
F (AIRLITEC/Regis, Sectoriel)		x		x	x	Marc / Martin
IT (SECIF (NO) GRADANET (N), TF?)	x	x			x	Heinz, (Ogi)
AU/CH (Sensorwell / Ymatron)	x	x	x	x	x	Heinz (Martin)
GER (WT Sysco)		x	x	x		Martin

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5) Follow up:

End of months call distributor push + collect information:

- a) Stage of potential end-user contacting
- b) First results (success, no success, dif. Requirements)
- c) General feed-back

	July	Aug.	Sept.	Oct.		Follow up call end of month
DK (Hans Buch)	x	x	x	x		Martin
PL (Antycor)	x	x	x	x		Martin/Ogi
HU (Flowell)	x	x	x	x		Martin/Ogi
UK (?)	x	x	x	x		Ogi
NL (SENTEC)	x	x	x	x		Heinz / Christelle
F (AIRLITEC/Regis, Sectoriel)	x	x	x	x		Marc/Martin
IT [SECIF (NO) GRADANET (N), TF]	x	x	x	x		Heinz, (Ogi)
AU/CH (Sensorwell / Ymatron)	x	x	x	x		Heinz
GER (WT Sysco)	x	x	x	x		Martin

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6) Result:

a) Collection of Follow up

	July	Aug.	Sept.	Oct.	Result	Result presentation
DK (Hans Buch)	x	x	x	x	😊 ?	Martin
PL (Antycor)	x	x	x	x	😊 ?	Martin/Ogi
HU (Flowell)	x	x	x	x	😞 ?	Martin/Ogi
UK (?)	x	x	x	x	😞 ?	Ogi
NL (SENTEC)	x	x	x	x	😊 ?	Heinz / Christelle
F (AIRLITEC/Regis, Sectoriel)	x	x	x	x	😞 ?	Marc/Martin
IT [SECIF (NO) GRADANET (N), TF]	x	x	x	x	😊 ?	Heinz, (Ogi)
AU/CH (Sensorwell / Ymatron)	x	x	x	x	😊 ?	Martin
GER (WT Sysco)	x	x	x	x	😞 ?	Martin

7) Risk Evaluation:

- (Risk: 1) Application in Europe might be solved different compared within Japan – Risk reduction: Internal pre-evaluation and selection of suitable applications
- (Risk: 2) Distributors might be much slower than expected. – Risk reduction: Recall distributor on monthly base
- (Risk: 3) We can not deliver when distributors need samples or products for new projects – Risk reduction: Ask Fukuura-san for full support.
- (Risk: 4) The distributors can not pick up project with this procedure because of certain reasons. – Risk reduction: Find out reasons for failure and arrange appropriate changes (if possible) to eliminate such obstacles. This might need closed communication with Japan, so we should keep Fukuura-san in the loop of this project.

Please feel free to add risk and measure to reduce risks...