



client case study

red box direct

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“The EI Strategic Marketing Review process led by Exportise has given us a plan we are now executing and from which we are already see significant benefits, especially with our sales process management. Exportise has helped us find new approaches to gaining leads and these actions are already bearing results”.

Rory Geoghegan, Red Box Direct

about exportise

Exportise advises, consults with and directly assists client companies looking to enter or develop export markets. More than just a consultancy, we directly engage in both the planning and the implementation phase. Exportise becomes an additional, expert business development resource to our clients.

about our client

Red Box Direct manages the local divisions for US based clients who want to set up European or Asian bases. The founders, Rory Geoghegan and Michiel Helmes, have over 25 years experience in the technology sector. Red Box Direct helps set up, manage and grow the business on behalf of its client with a view to a handover once the business is established. Red Box Direct is headquartered in Dublin, Ireland, with subsidiaries in Hong Kong and Boston.

the challenge

Red Box recognised that it needed to expand its sales internationally but lacked the resources to research the best routes to market and to execute an export growth sales plan. Through Red Box’s client relationship with Enterprise Ireland, they engaged Exportise. Initially, we conducted a Strategic Marketing Review – an internal business audit on marketing and sales functions - for Red Box Direct, recommending activity to lead to measurable improvements in their sales effectiveness. with a view to carrying out market research and creating an export sales plan.

exportise’s role

Working collaboratively with our client, we carried out market research, gathering valuable insights and information about aspects of their exporting business. We then created an export sales plan, particularly recommending adjustments and reinforcement to their export sales activity and process.

the process

stage one - discovery

A team session was arranged and facilitated by Exportise. The session's objectives, outlined here, were set and met by Exportise with our client:

- To understand the Red Box Direct business model
- To understand the value proposition and sales process
- To agree goals and timelines for delivery of an export sales growth plan

stage two – action plan

An action plan was drawn up of all steps to be taken with clear deadlines. Exportise conducted the following steps for Red Box Direct:

- Step 1 – Export gap analysis
- Step 2 – Market and industry scoping (where, when, what, who, how)
- Step 3 – Prospective client identification
- Step 4 – Information gathering to be used in identification of initial opportunities

stage three – export plan and implementation

A tailored export plan was constructed and the implementation phase consisted of:

- Prospecting that includes, phone and email prospecting, marketing activities
- Script generation
- Opportunity identification
- Setting up meaningful phone and face to face meetings
- Supporting Red Box Direct with sales proposals, sales/nurturing material with regards to export considerations

execution

Exportise is currently engaged directly in generating leads and building a sustainable sales pipeline for Red Box Direct.

results achieved to date

Exportise has researched and secured valuable meetings for Red Box Direct with potential US clients at specific industry expos / trade fairs.

- Expo 1: 32 companies contacted, seven valuable meetings achieved
- Expo 2: 24 companies contacted, six valuable meetings achieved
- Expo 3: 41 companies contacted, 10 valuable meetings achieved

This shows a 24% conversion rate with Red Box Direct progressing these initial valuable meetings further with a view to converting them to clients.

want to know more?

We at Exportise are always happy to speak to you about your export sales planning and activity. You can call us at 01 4433901, email us at hello@exportise.ie, or visit www.exportise.ie for more information about our work and us.

"I can strongly recommend Exportise as part of your export growth strategy"
Rory Geoghegan, Red Box Direct