

# CASE STUDY: DENTAL EQUIPMENT MANUFACTURER

## COMPANY PROFILE

- Specialized in high-quality dental handpieces
- Design, manufacturing and distribution
- Family-run business
- Founded in 1956

## EUROPEAN SALES EXPANSION

Having been in business for over 50 years, "Handpiece Dental" had a good sales coverage all over the United States. They felt like they had reached maturity in this market and thus started looking for ways to expand their business into Europe. Once they started working with an independent rep, the results were not what they had hoped for as only a small part of Europe was covered.

They decided to partner with EuroDev for a 4-month introduction program. During this sales outsourcing program, EuroDev provided the following benefits:

- Understanding of the market including rules & regulations
- The removal of language barriers and fluent communication with local time zones
- Analysis of key players, customers and competitors to set up a market entry plan
- The identification and qualification of the market potential
- Flexibility in planning and execution



### RESEARCH: MARKET POSITION AND OPPORTUNITIES

- Most attractive markets identified and researched
- Regulations and trends in the dental industry
- Interviews with current customers to better understand the needs and areas of improvement
- Competition analysis to determine market and price position
- Legal requirements for the products to define potential
- Structure for certifications and upcoming legislation

### GAME PLAN

In order to become successful in a highly competitive market, it is important to not only offer a great product for a competitive price, but also to focus on service, lead times, distributor support and a flow of new product introductions.

A multilingual team of European professionals was able to better engage with the distributors, due to their knowledge of the languages and being situated in the same time zone. The geographical focus areas selected were Northern and Western Europe, with a secondary focus on southern Europe. Marketing tools were set up to support distributors and to provide translations within the different EU countries. EuroDev also offered warehousing services for stocking, picking, packing and invoicing to reduce lead times.



### RESULTS

Throughout the program, the team managed to establish 11 new active distributors throughout western and northern Europe and an opportunistic (catalogue) distributors across EU.

Furthermore, the program resulted in a database containing qualified leads and contacts in each target market. In this database and customer relationship management system, the team was able to efficiently log the communication with contacts and distributors to eventually plan visits and sales strategies.

The warehouse is up and running and the sales team is trained to work with the CRM, keeping the stock levels and order flows consistent.

### CHALLENGES & NEXT STEPS

One distributor was assigned per country and although sales are now increasing, it is happening at a slow pace. Thus, the next step is to have multiple channels per country. The distributors are currently getting regional exclusivity and new distributors are assigned within the established countries, but in different regions to increase market penetration.

The landscape is competitive, with more new players entering the market. There is a consistent need for innovation and diversification of the products, so keeping top level service is essential to increase and maintain market share.

## WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have developed a proven, successful development model: since our founding, we have partnered with over 250 North American companies to help them define and meet their European business goals.



### SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



### HR OUTSOURCING

Professional employer organization services, HR management and recruiting solutions across the EU



### M&A CONSULTING

Comprehensive buy-side services: research to deal-closing, for companies interested in European acquisitions

## CONTACT US



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