

Capture markets faster



New consultancy and services for B2B sales and marketing

Visions – we make them become true

Our vision is that almost all enterprises emerge to global players and take advantage of the globalisation for themselves and their customers.

The global players are not only determined and energised to capture markets in a fast manner but also they have the ability to transfer the value as premium as well as tailored to suit their customers' need.

Dynamic in execution gets the same attention as analysis and concepts, because thinking without action is worthless and does not create any value.

Guha GmbH turns this vision into reality. We consult and accompany enterprises in the area of sales, especially in sales management in order to transfer the customer value in offers and presentations as well as in the internationalisation of their high-tech products and solutions.

We are a long-term reliable partner and support our customers with our competencies, experiences and networks.

As consultant we are not only focused on strategy but also go operational alongside the process together with our customers. Our full dedication and goal is to create value for our customers and help them in establishing a long-term sustainable global business.

Our services for your success

Proposal Management

Your written proposal and your sales presentation – apart from the customer relationship – is an important piece for your customer to decide about buying your solutions portfolio. We analyse, optimise and create your offers as well as your sales presentations and make sure that your value proposition is highlighted.

Account Management

Large and especially global customers require an adaptation of the organisation and processes. We consult you to align yourself towards your customer and help you to introduce your account management. We moderate workshops with your team in order to define and execute your account strategy.

Sales Management

Business
Opportunity
Screening &
Strategy

Pre-sales &
Opportunity
Development

Customer
Solution &
Bid
Creation

Negotiation &
Deal Closing

Project
Delivery &
After-sales

Internationalisation

Business Development

We support you in the entire process of business development – from analysis at the preparation phase over market entry up to the development in the new market – and help you to select and address the most promising markets. We adapt your sales and marketing material and if requested also support you at fairs or visits.

Outsourcing

Strong partnerships with international outsourcing partners will help you to increase your flexibility and decrease costs. We help you to find partners in Eastern Europe within the EU for Business Process Outsourcing of tasks in German language. In the area of IT outsourcing we look for a suitable partner in India according to your requirements.

Our know-how for your growth



Guha GmbH was founded in Munich by Subrata Guha. Prior founding Guha GmbH, Subrata Guha has been 12 years in Siemens and Nokia Siemens Networks international sales and marketing department for the mobile telecom industry also with local assignments abroad.

He headed EMEA UMTS Business Development department where he successfully accomplished multi-billion Euro offers. He was Regional Sales Head for France with new contracts and a sales growth of more than 60% within a year.

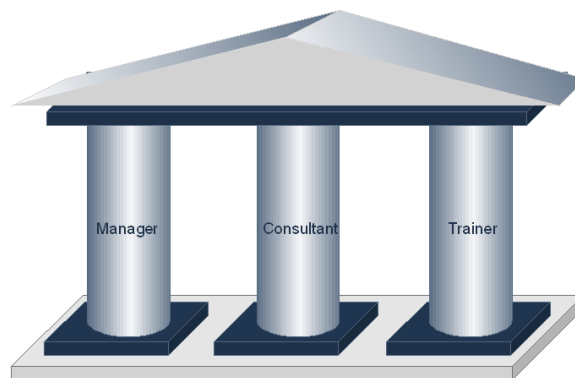
He has setup the Global Account for Vodafone Mobile Core and was five years responsible for a business with a three digit million Euro annual sales volume and 50% growth.

Subrata has a proven ability to close multi-million Euro contracts and to lead cross-functional and multi-national teams and organizations.

He has a masters degree in Electrical Engineering and successfully completed a Siemens Management Development Program.

Our models for your flexibility

We adapt our business model according to your requirements. As consultant we analyse your challenges and create concepts. We integrate ourselves for example as external manager seamlessly into your organisation and execute those concepts. As professional trainer we coach industry leading best practises in sales excellence for your success in the business.



Your benefits with our cooperation

You increase your sales

With our consultancy and services you will increase your market share and offer your solutions portfolio value-oriented to your customer. You will transfer your messages more convincingly thus increasing your sales.

You increase your efficiency

You increase your sales efficiency with our industry leading best-practises of top global players.

You increase your flexibility

We offer our value-add in flexible models. You increase your flexibility with partners for outsourcing or offshoring.

You benefit from our experience

Your enterprise will benefit from our successful sales experience of complex and not self-explanatory systems, products and services in more than 30 countries.



Sales experience in more than 30 countries

Capture markets faster – let's tackle it together

Let's join forces and tackle your challenges, create concepts to overcome your barriers and execute them with passion for your success.

We look forward to your contact:

Guha GmbH
Global Business Consulting
Grimmstraße 4
80336 München
Germany

phone: +49 (89) 30 90 74 23 0
fax: +49 (89) 30 90 74 23 9

info@guha.de
www.guha.de

