

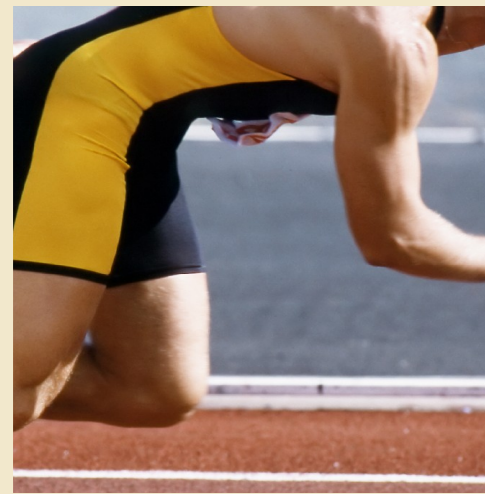
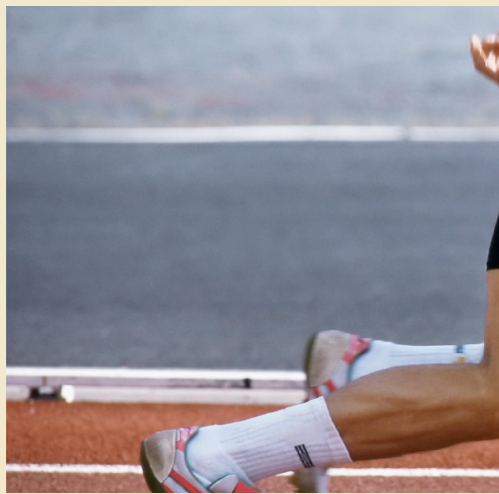


**Capture
markets** faster

Company presentation Guha GmbH



Consulting



Management Consulting in Sales Excellence & Internationalization

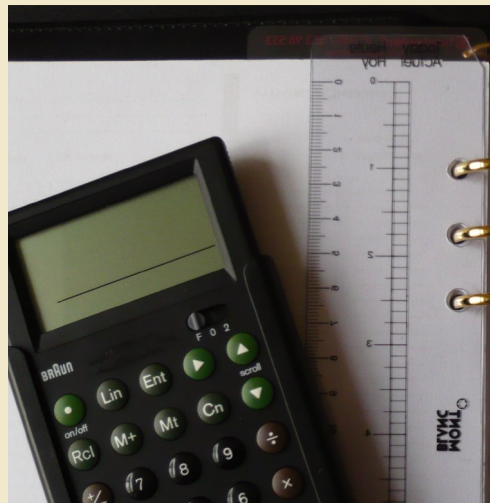
- Sales & Marketing Consultancy
- Business Development
- Management Training

focus on

- B2B
- High-tech industry
- Indo-German Trade

Headquarters: Munich
Branch office: Hanover

Management



Training





Visions

We make them become true

Almost all enterprises emerge to global players

- | | | |
|-------------------------|---|--|
| We think for you | - | Analysis and concepts global sales & marketing |
| We act for you | - | Dynamic execution of operational activities |

A man is climbing a large, textured rock face. He is shirtless, wearing black pants and a red climbing harness. He is using his hands and feet to grip the rock. A red rope is visible on the left side of the rock face. The rock face is composed of large, light-colored rock blocks.

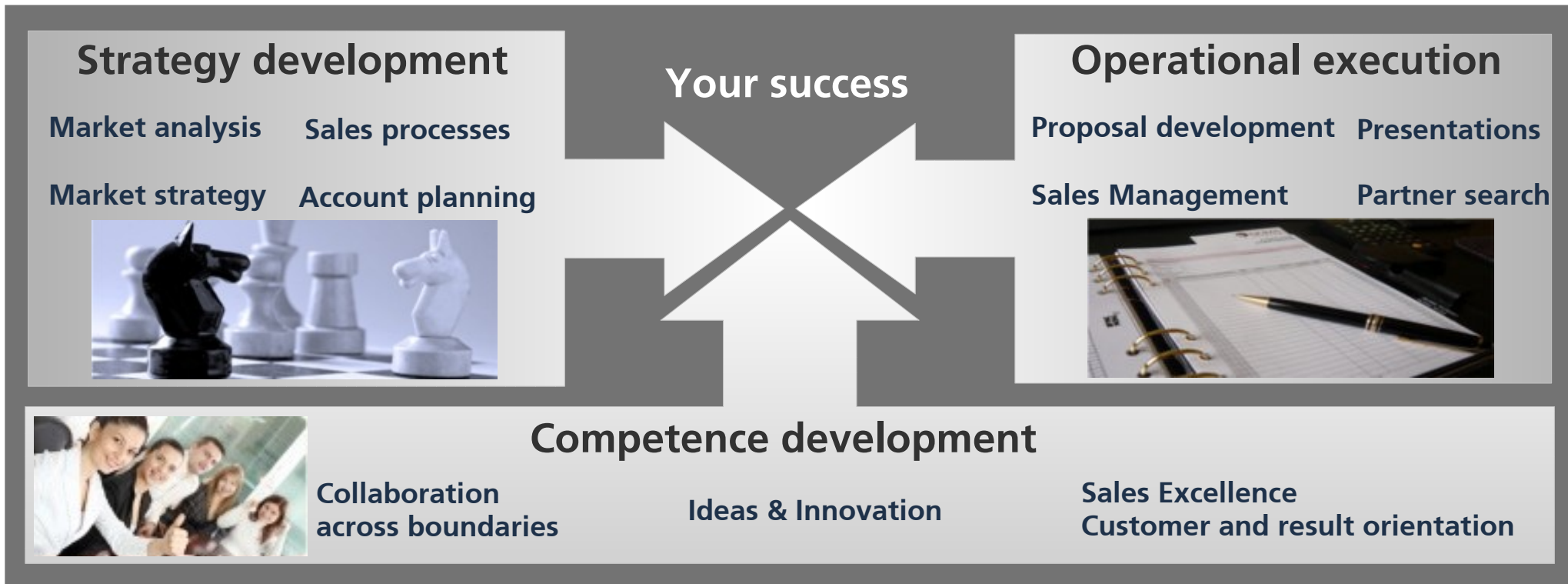
Our services for
Your success

Our task

Master your challenges – Overcome your hurdles

Our approach

Integrated business support



We combine strategic thinking with dynamic execution and sales excellence
You benefit from our holistic approach to master your challenges

Sales Management

Business
Opportunity
Screening &
Strategy

Pre-sales &
Opportunity
Development

Customer
Solution &
Bid
Creation

Negotiation &
Deal Closing

Project
Delivery &
After-sales

Internationalisation

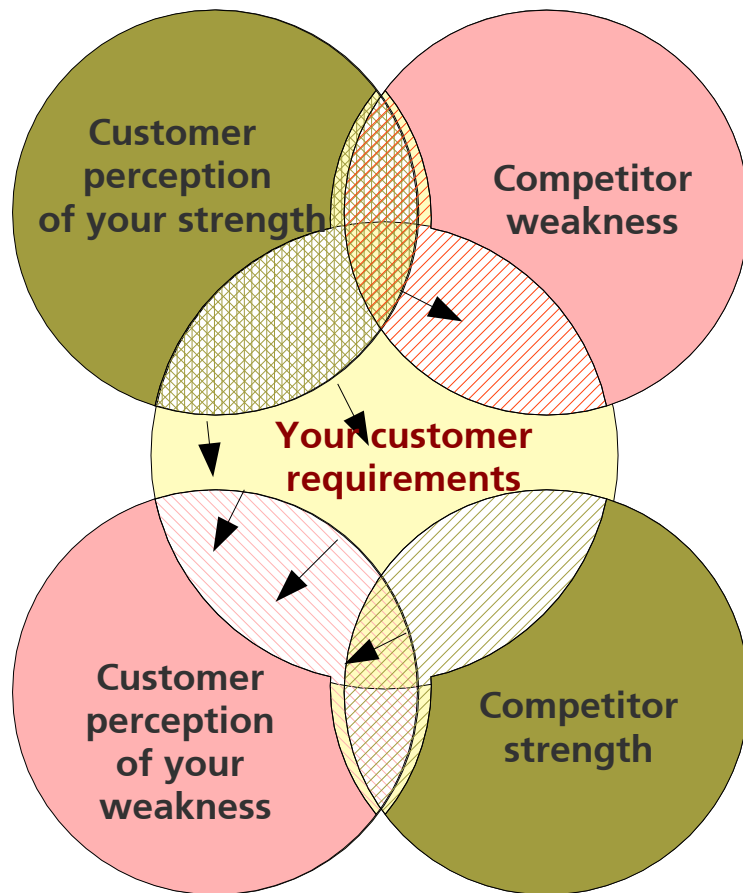
Our core competencies

You increase your sales

Our core competencies in B2B sales and marketing

You transfer the value tailored to suit your customers' need and increase market share

Sales management to transfer **Your customer value**



Proposal Management

- Analysis and optimisation of your sales process
- Creation of your offers
- Optimisation of your pricing model
- Conceptual design of your sales presentations

Account Management

- Introduction of (Global) Account Management
- Support in defining your account strategy

Your consultant in B2B sales of complex and not self-explanatory products and services
You align yourself towards your customer – You transfer the value customer-oriented

Internationalisation – You take **Advantage of the globalisation**



Business Development

Market Preparation

Analysis
Strategy

Market Entry

Fairs, Visits
Set-up
Partners

Market Development

Sales Campaigns
Enabling

Outsourcing



- BPO to Eastern Europe
- KPO, IT Offshoring to India

Your partner to look for new markets and cost saving opportunities
You step into new markets – You lower your costs by outsourcing

Business facilitator between **Germany and India**



Our services in both directions

- Business development
- External Key Account Manager
- External Head of Sales & Marketing
- Organizational development and HR recruiting
- Lead generation and business partner search
- Facilitating meetings, negotiations and visits
- Intercultural training

We accompany your business development end-to-end as trustful partner

You can rely on our business partner network of international consultants and lawyers

Guha Management Training

Enlarge your capabilities



Sales & Marketing

Value Based Sales & Marketing
Kaizen of sales competencies



Creativity in business

Generation of ideas & innovations



Intercultural Management

Business relations with India

Competence Management for individuals and enterprises

You will learn best-practises from top global players and increase your efficiency



Dipl.-Ing.
Subrata Guha
Managing Director
Guha GmbH



Our know-how for
Your growth

Born 1970 in Hanover, Germany
German national, Indian Overseas Citizen

Professional training / academic studies

Electrical Engineering, University of Hanover
Economics, University of Hagen
Siemens Management Development Program

12 years management experience at Siemens AG

Project Manager Sales India, Indonesia, USA, MEA

- Bid Manager for offers up to 100 million US\$

Head of UMTS Business Development EMEA

- Lead Generation, Market Entry Strategies
- Bid Manager for offers up to 2.5 billion Euro

Vice President Sales Region France

- P/L responsible, 60% sales increase within 1 year
- Launch of world first Siemens UMTS network

Global Account Director Vodafone Group

- Set-up and lead of account for #1 customer
- Leadership of international Account and Program Managers. Steering of 20 regional accounts.
- Worldwide business responsible (three digit million EUR annual turnover) and 50% growth

Our Values



Expertise

Excellence



Entrepreneurship



Execution



Excitement



Success for our customers is our ultimate goal

We create for you extraordinary gain and sustainable business success



Your benefits by **Our cooperation**

You will benefit from our experiences

You increase your sales – You increase your efficiency – You decrease your costs

Capture Markets faster

Let's tackle it together



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

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*Making your
business
global !*