

Building Bridges across the Atlantic

Bilateral transatlantic business development services



Fritz Höring, CEO advise

Germans and Americans have been doing business for a very long time. In fact Germany continues to be one of the largest trading partners of the US. However, sometimes business transactions get lost in translation, sometimes quite literally.

While large brands such as Siemens, Daimler or GM and Citibank are accustomed to conducting business in foreign markets, small to medium size firms - whose value proposition is equally important - may encounter some of the following issues:

- Due to a lack of resources there is a substantial need for a clear understanding of what the German or American market has to offer in terms of size, potential and acceptance.

- With an understanding of the traditions, values and cultural differences that exist they are often in search of business developers that can influence a business deal or a purchasing decision.
- Facilitation of the rules of an engagement is expected to know The Dos and Don'ts of a business deal in the respective country.
- Process coaching of how decisions are made in Germany or the USA.

CEO advise out of Aichtal (near Stuttgart) Germany and Brenner Business Development out of Syracuse, NY both recognized a long time ago that they could apply their own personal experiences to help both German and American firms who were interested in doing business overseas. Fritz Höring is a native German businessman who has a long history of working with US companies including Anderson Consulting (Accenture) and AT&T. Since he started his business he has been very successful in helping companies of German speaking origin (Germany, Switzerland and Austria) gain entry into foreign markets including the USA.





Key services offered by *CEO advise*:

- Interim Management on C-level, General Management, Executive or Non-Executive Director for business development or growth & in turnaround/restructuring situations
- Preparation & market entry execution for Swiss & US corporations
- Reduction of complexity with listed industry multinationals; project management
- Consultancy in acquisitions of mid-sized companies & multinational divisions
- Representation of Swiss, Austrian & US firms in Central & Eastern Europe

Mark Lesselroth, principal of *Brenner Business Development (BBD)* was born in Saarbrücken, attended German school (Uni Würzburg und Bamberg) and worked for a time for Bayer AG and the German Postal Service. Today he calls Syracuse, NY home but has assisted many small to medium sized firms both in the US and Germany who are looking to gain entry into each others market. Speaking German and English fluently combined with having lived and worked in Germany has allowed Mr. Lesselroth to gain a better understanding of the German culture and mindset which he has



Mark Lesselroth, BBD

put to use when working with his American clients.



BRENNERBUSINESSDEVELOPMENT

Key services offered by *BBD*:

- Research and market segmentation analysis
- Prospect identification and lead development
- Establish “first” meetings with German or US management team
- Support “closing” deals
- Identification and canvassing of key industry trade shows
- Awareness building (PR, Web, Direct mail, Sales Literature, Advertising) >>



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The objective of this partnership is to have bi-lateral representation in place for both companies and their clients on both sides of the Atlantic. *BBD* and *CEO advise GmbH* will support and advise clients in business development and international expansion in Germany and the US.

With the alliance in place, both companies will extend their service offering to new and existing client who are searching for entry into either the German or US marketplace respectively. “We are proud to provide easy access to our existing and prospective European customers who have an

interest in the US market” said Fritz B. Hoering, Managing Partner of *CEO advise GmbH*. “Our valuable and affordable services are now available through *BBD* in the US and *BBD*’s services here in Germany. Even US federal states can take advantage of our service offering to help settle German firms in their territory.”

“We had common interests prior to signing the agreement today in Frankfurt” added Mark Lesselroth, Principal of *BBD*. “Having a permanent presence in Germany will allow us to better manage our US client needs that are looking to expand into Europe.”

If you find yourself asking the following questions maybe we can help:

- How do I enter the US /German market in a cost effective manner?
- How do I introduce my product into the USA or Germany without having to invest in overseas operations (i.e. infrastructure, sales force, and sales office)?
- Is there a market for my product in the USA or Germany?
- How do I introduce my product into the US or German market? 

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