



BUSINESS PRESENTATION

SCANDINAVIAN MARKET – ALCOHOL BEVERAGE PRODUCTS

THE JOB FOR THE WINE LANCERS IS TO APPROACH WINERIES AND GENERATE QUALITY LEADS TO THE IMPORTER



Mission

- To initiate contact with suitable suppliers for given project.
 - To explain to suitable supplier brief about the given project and confirm the interest.
 - To hand over the contact to our contact person in our organization.
- ▲ The wine lancer can also be contracted for other tasks related to communication with supplier side, to present a service to wineries for instance.

Organization

We want you to present below about the company. We do not want you to mention the company name in the presentation to the company. Instead, we want you to explain that you consult a Scandinavian importer and as first step you can explain importer as the size of the company, the turnover, the distribution system, the payment terms.

When you have received the first interest to speak further, it is okay that you mention the importer and also provide further details and link to the website in order for the supplier to check company. Also, notice that supplier can find details about the importer on Facebook and LinkedIn.

Procedure

As a contractor, you start to look at the particular demand we have in our market. You will be provided with a link from us with all details. You will then start to find suitable suppliers that can meet the demand. Our team will be able to assist you on Skype if you have questions concerns.

You reach us on ID skype: callenil



See below a suggestion how to approach the project

1. First start with research in order to do a list of potential suppliers to approach. (We can help you if you are slow in start)
2. Approach first on telephone in order to get details to the person to speak to in supplier organization.
3. Approach on email or phone to correct contact person in the organization and present the given opportunity.
4. Get confirmation on interest from the person in the supplier organization, on below:
 - a. The supplier can meet the particular call of tender presented. All aspects examples below:
 - Vintage
 - Price point
 - And all other aspect presented about the tender on link our company provide.
 - b. That the supplier is not currently working with a contact in our market and is keen to establish a contact with a new importer.
 - c. That the supplier understand that the request is for a call of tender for distribution via Monopoly distributor. Also explain that it is a certain process to start and sell, see further on <http://winelancer.com/>.
5. When you hand over the contact to us you should have the attachment filled out for each supplier contact and confirmed by supplier with a signature.

AN ALCOHOL MONOPOLY IS A GOVERNMENT MONOPOLY ON MANUFACTURING AND/OR RETAILING OF ALCOHOLIC BEVERAGES, SUCH AS BEER, WINE AND SPIRITS



Procedure to sell to Monopoly client

We want consultant to brief explain to supplier that the particular demand is for a call of tender and the procedure in order to sell is briefly explained below.

- Initial discussion in order to confirm all parts of the project.
- Do paperwork in order to propose a product to Monopoly distributor.
- After, the importer returns to a sample request and asks for 5 sample products. Samples are sent to the importer, who sends 3 bottles to Monopoly distributor for evaluation. The other 2 bottles are saved as quality references.
- Samples are blind tasted by Monopoly distributor. If the product is selected in the blind tasting, our company move on and place an order for the product.

For more information:

Please email info@winelancer.com, write attention Polina Dernova in title.