



BUSINESS DEVELOPMENT

We know that business development means to create a long term value added proposition through the identification and development of new markets.

THERE IS AN OPPORTUNITY

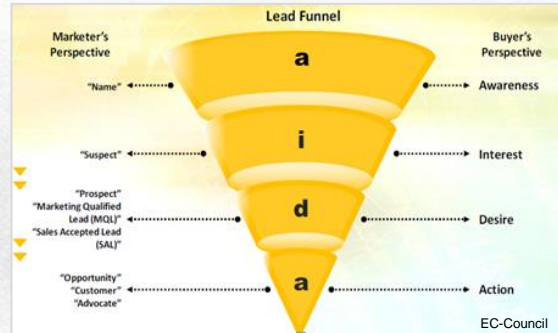
What is possible with Business Development

FROM PRODUCTS TO SOLUTIONS FOCUS: When companies sell a solution they have the opportunity to incorporate own services and thirds. The result is a sale of higher added value.

EXPANSION: find concrete cases and opportunities in existing and new markets to expand the products and services. Identification of unsatisfied needs and designing the solution that better fits client needs.

LEAD GENERATION: What are the right steps for converting the suspects into prospects & clients. How to speak to customers in each stage and tools to convert them into leads

RELATIONS: For larger and well-established companies, especially in technology-related industries, the term "business development" often refers to setting up and managing strategic relationships and alliances with other, third-party companies



WHAT ARE THE OPTIONS

To empower Business Development

NT Advisors work with standard methodologies aligned with PMI® Project Management Institute

Our state of the art Project Management practice is recognized and awarded for the top management organizations within the world



The Project Management Institute is the world leader Organization that centralizes, standardizes and publishes standards for Project Management.



In 2014 NT Advisors received the PMI Award for Project Excellence.

WE WANT TO PRESENT OUR **SERVICES**

Advising services covering all areas of business development



Portfolio management

- Offering expansion: how to integrate new products and services
- Assistance in partnership programs: empower relationship with associates
- Channels identification & development: sales strategy and multi-channel strategy



Target Market

- Segments definition: customer demographics, habits and preferences
- Relational strategy: communication and marketing strategy
- Campaigns administration: sales, informational and educational campaigns



Pipeline

- Prospects identification & contact: how to contact the customers
- Presentations: sales and customer attention scripts
- Proposal assistance: customer objections and demands
- Follow-up: long term value added proposition and loyalty programs



Digital Marketing

- Web and SE Advertising, Analytics, SEO, Lead generation
- E-commerce, Social Network, Mobile
- Video and email Marketing
- Blogs & Podcasts

ABOUT US

NTadvisors»

We are an advising firm with more than 13 years of experience in helping our clients achieve better results

Services areas:

Project management
Technology
Business Development
Digital Marketing

Some of our clients:



Our Awards:

NTadvisors»
2014 Project Management Excellence
Award Winner



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LARGE B2B / B2C CORPORATION

BRIEF: the company had the challenge of generating new business unit based on the sale of services & solutions. The goals of the project were:

- Build a base of potential customers to ensure continuity of the business
- Expand regionally
- Define a clear value proposition

SOLUTION: strategic alliance where NT supports in pipeline development and delivery of the solutions

RESULT: more than 3 years of continuity in the business

- US\$ 20 M revenue
- + 60 prospects identified
- +10 projects managed