



<b>Name, first name</b>	Hoke, Otto
<b>Date of birth</b>	16.06.1963
<b>Place of birth</b>	Schlackenwerth
<b>Family status</b>	Married, one daughter
<b>Position</b>	Business Development Sales&Consulting

## SELECTED ACHIEVEMENTS AND RESULTS

### THOMSON MULTIMEDIA

International company focused on electronic devices in the consumer sector;  
head office in Paris, France

#### Objectives

Complete buildup of the sales and service structure in the Czech and Slovak Republics  
with sales support for the Polish companies.

#### Results

A fully functioning sales and service organization after completion of the project

#### Extract from customer reference

“Business thinking; extraordinary commitment; strong support in the buildup phase;  
country-specific knowledge; has provided a substantial contribution to the success of  
the project; always to our complete satisfaction.”



### PHILIPS

International company focused on medical devices;  
headquarters in Eindhoven and Best, Holland .

#### Objectives

Analysis of competitive environment and procurement of information intended for mar-  
ket analyses, market research and establishment of contacts.

#### Results

An important contribution to maintaining and enhancing the market position of the  
company in the area of sales.

#### Extract from customer reference

“Good consultancy; trustworthy; competent in both technical and commercial respects;  
good contacts; independent and reliable; responsibly minded in all respects; exemplary  
behavior.”



### DELPHI

International company focused on the manufacture of components for the automotive  
industry; headquarters in Troy, USA.

#### Objectives

On-time realization of customer orders, maintenance of an appropriate vendor struc-  
ture and classification, production management, observance of quality assurance poli-  
cies, development and promotion of employees.

#### Results

A very good contribution to a successful relocation of production locations from Ger-  
many to the Czech Republic.

#### Extract from customer reference

“Always achieved our full satisfaction with his work results; a qualified, always commit-  
ted and absolutely reliable colleague, who always independently and conscientiously  
fulfilled the tasks entrusted to him.”



### **CARL ZEISS**

International company focused on medical devices and optics; headquarters in Oberkochen and Jena.

#### **Objectives**

Strategy concept, development of new sales, design and operational and organizational control of the company, new orientation of market communication, support in implementation of Group headquarters' tasks

#### **Results**

The establishing of a powerful, proactive sales organization as required by the Group.

#### **Extract from customer reference**

"Use of contemporary marketing tools such as fairs/exhibitions, symposia, mailing projects based on a market concept developed by himself; confidently mastered the job field; always enjoys the absolute trust of the company Carl Zeiss; worked constantly to our complete satisfaction with a high level of personal commitment."



### **PALL CORPORATION**

International company focused on filtration, separation and purification ; headquarters in New York, USA

#### **Objectives**

Strategic management of the sales process; development and business management of sales territories in the Czech Republic, Slovak Republic and Hungary.

#### **Results**

A successful buildup and expansion of marketing, sales and service activities in the specified countries.

#### **Extract from customer reference**

"Motivated his colleagues and salespeople, managing to lead them to good results in a target-conscious manner; good knowledge of Czech, Slovak and Polish; worked constantly to our complete satisfaction; team oriented, cooperative and flexible."



### **W. L. GORE & ASSOCIATES**

International company focused, among other fields, on environmental protection, medical technologies and venting; headquarters in Maryland – Delaware, USA.

#### **Objectives**

Creating market analyses; establishing of a new sales and marketing strategy; development of potentials in the focus countries Poland, Czech Republic and Slovakia; development of up-to-date customer files; product training; lobbying; buildup of cooperation with partners; concept of service contracts.

#### **Results**

The establishing of a powerful, proactive sales and service organization as required by the Group.

#### **Extract from customer reference**

"Possesses outstanding and profound specialized knowledge; in dealing with our customers from Eastern Europe, he demonstrated an extraordinary appreciation of the local culture; always extremely satisfied."



## MODULAR SERVICES

Our services are divided into modules that you can combine in any combination you choose. This way, your consulting costs are always under control: you receive only the services you choose yourself.

No unnecessary analyses, no useless briefings or meetings by the consultants, no ineffective additional work.

### **Module 1D – Market analysis from the point of view of the company entering the market**

- An analysis of the competitive environment with the help of experts who have been monitoring the market environment of the given region for years. They know where to acquire essential information and have the necessary contacts to find out the real current status of the market.
- Detailed market analysis.
- Evaluation of realistic opportunities for entering the market. you with a detailed analysis of your market segment in the country (region) you intend to enter.

### **Module 2D – Establishing of sales and marketing concepts**

- We will introduce you and your employees to the mentality, and economic and local customs of the target market. This will prepare you not only for your first encounter with future partners but will also save you time and help avoid unexpected social-cultural problems.
- Establish a flagship marketing strategy and its thorough preparation. At this point we pay consideration to the strategies, which you already practice in your place of operations. Skilled coordination of existing and new marketing steps will significantly decrease expenses for entering the new market.

### **Direct market entrance**

### **Module 3D – Market support in implementing your concepts**

- Implementation of prepared marketing steps.
- Support and cooperation in arranging official obligations.
- Legal support in obtaining necessary permits, establishing the company and preparing business documents.

### **Module 4D – Comprehensive information services**

- Based on your request and for a defined period of time, Sales&Concepts provides for systematic collection, analysis and evaluation of information on your competitors, competing products, market developments, developments in your market segment, new patents, new technologies and customer expectations.

### **Direct market entrance**

### Module 1P – Pre-selection of cooperation partners

- Selecting and finding suitable and reliable business partners.
- We will thoroughly verify the selected partners and recommend you the most suitable form of addressing them, and the preliminary establishment of cooperation rules.

### Module 2P – Proposal of a specific form of cooperation

- The best way of solving problems is avoiding them altogether. Take advantage of the experience of people, who are at home in conquering the respective region. Tried and tested workers will recommend the best ways of concluding supplier-consumer contracts.
- We will recommend rules of cooperation to which you should adhere with consideration to the place where the cooperation will take place.
- Not even the greatest effort of entities operating outside of the region of the new outlet can gain as much information as those who are have the know-how on local relations. Avoid unnecessary problems or possible disputes.

### Module 3P – Cooperation partners – training

- We will acquaint you and your workers with the regional specifics. Considering that we know your environment and that of the conquered region/state, we can prepare you for differences in the approach to specific situations.
- We will warn you of the risks of faux pas from unfamiliarity, and help you adapt your work style to new requirements. Training will naturally be modified based on the individual needs of your company.

### Search for (new) co-operation partners

Practice reveals that many clients do not contact us until the last moment with requests for help to solve a particular problem, which could either be a recent one or something which has been hanging over the client for a long time. Even when we're called in late in the game, we are ready to provide good help and in most cases are also able to find a quick solution. Thanks to our twenty years of practice, we have a profound knowledge of virtually all potential risks apt to threaten our customers and we never leave you in the corner fighting alone. We know only too well how even the best intentions can come to nothing because of unnecessary mistakes and inadvertencies.

### Problem solving