

# WE GEAR YOU UP FOR SUCCESS

In agricultural and municipal  
technologies



# CLEAR CONCEPTS FOR BETTER PERFORMANCE

**Conquer the market, gain more clients.**

Improving company performance in the field of agricultural and municipal technologies is our specialism. We are highly effective because we know the industry inside out, and we know how to shift the focus from technical features to the market's real needs. Change doesn't have to be daunting: we make it easy for you through clear concepts that you can implement quickly and keep up in the long term. Whether you are a seller or a buyer of agricultural and municipal technologies, get in touch – we will help you improve your market value and position.

**Your industry is our expertise and our passion!**

## Is good technology enough to make you competitive?

Actually, there are a number of advanced technical solutions and sophisticated options out there. But the way they are marketed often...

- › lets **the product's value proposition drift out of focus**, or fails to fully withstand technical counter-arguments.
- › leaves the customers with **too many options** to choose from, and does not help them select the product that best meets their needs.



# ALWAYS ON TRACK

We have nearly 20 years of experience in putting businesses on the right track to success. With our help, you will stay firmly on top of any challenge, keeping your eye on the ball and everything under control.

**FIT FOR THE MARKET**

On top of things  
**CULTURE**

**Your most precious USP?  
Your team!**

Organisation  
**STRATEGY**

**Would you like to develop your business to achieve new exciting goals?**

Instruments  
**STRUCTURE**

**Would you like to optimise your structure and measure performance?**

## A predictive, situation-based approach

Whatever your current situation and future goals, we will help you get there. Our modular consulting approach allows us to provide a service that is tailored to your specific needs. Options range from individual services to all-round packages.





**A FULL-SERVICE  
SOLUTION FOR  
MANUFACTURERS,  
DEALERS AND  
BUYERS**



## Who is it for?

Our services are primarily aimed at stakeholders who are directly or indirectly involved in the sale, purchase or use of agricultural and municipal technologies.



## Workouts

In the case of medium to long-term projects, we will develop your strategies and implement them together, focusing on crucial aspects including:

- > Markets and business areas
- > Products and target groups
- > Planning and controlling
- > Need analysis, market overview and cost-benefit analysis
- > Tenders and procurement



## Seminars

The seminars offered by the LK Academy are tailored to your individual needs. We offer training for beginners and new recruits as well as for experienced sales representatives. We combine a sensible methodology and robust hands-on practice with relevant examples to make your sales team – and your company – fit for success. In our training, the focus is always on the customers and their needs.



## Expert coaching

If you need a sparring partner or active support for your activities, we are here for you. Tapping into decades of experience, we can help you to master any strategic and operational challenge. Our areas of intervention include:

- > Multi-level sales, indirect leadership and dealer management
- > Lead generation and follow-up
- > Forecasting and reporting
- > Definition of customer benefits and USPs
- > Design and implementation of campaigns and demos
- > Vendor briefing and negotiation with suppliers

# QUICK STATUS CHECKS



We can set up an individual workshop in which we will work together to analyse your current situation, set your goals and define the course of action – through a practical approach and meaningful methods.

## DealersCheck

For manufacturers and dealers who wish to **strengthen their market potential** and examine their distribution network closely.

We can check your dealers and importers together:

- › Success factors
- › Performance
- › Product mix
- › Business structure
- › Potential

## ConquestCheck

For manufacturers and dealers **planning a market entry**, e.g. for a new product launch in new areas or countries, to address new target groups or to give life to a new business idea.

We can check your target market together:

- › Market situation
- › Clientele and culture
- › Success factors and potential
- › Risks and opportunities
- › Sales structure





For more  
information and  
other Quick Checks  
please visit:  
[lksolutions.net](http://lksolutions.net)

## CustomerCheck

For manufacturers and dealers seeking to increase the success of their business by gaining a **better understanding of their target groups**.

We can check your customers together:

- › Your target groups and their expectations
- › Customer value chain
- › Customer needs
- › Key success factors
- › Customer ABC analysis and targeted support

## SolutionCheck

For service providers, towns and municipalities who need to **replace or buy new equipment** and need guidance for choosing the best products for their needs.

We can check your requirements and identify together the best solutions:

- › Current situation and issues
- › Market overview
- › Operational requirements
- › Budget and staff requirements
- › Selection criteria

# THE EXPERTS IN AGRICULTURAL AND MUNICIPAL TECHNOLOGIES

I have worked in the field of **agricultural and municipal technologies** for almost **20 years** now – I started out as a trainee and worked my way through several positions in **sales for dealers and manufacturers**. My heart has always been in sales – working closely with clients.

With LK Solutions, I can now pass my experience on to other companies in the industry, and help them get **fit for the market and clients**. In collaboration with my network of experts, we can also cover specific areas of expertise such as marketing and corporate managements.



**Günther Dorfmann**  
Founder and managing  
director of LK Solutions

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Take advantage of our comprehensive practical expertise to optimise your position in the market and provide exactly what your clients need.

## Market expert | Customer-oriented | Specialist

### Direct sales

- › Long-standing experience as a salesman in the field of agricultural and municipal technologies in South Tyrol and the rest of Italy
- › Cold calling and development of customer relations
- › Tenders
- › Need analyses

### Sales management

- › Sales and marketing manager for the European market
- › Support, management and development of dealers and importers
- › HR management and development
- › Market and target group analyses
- › Reporting

### Education

- › Trained agricultural technician
- › Professional training in strategic communication and sales management
- › Executive MBA in general management





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