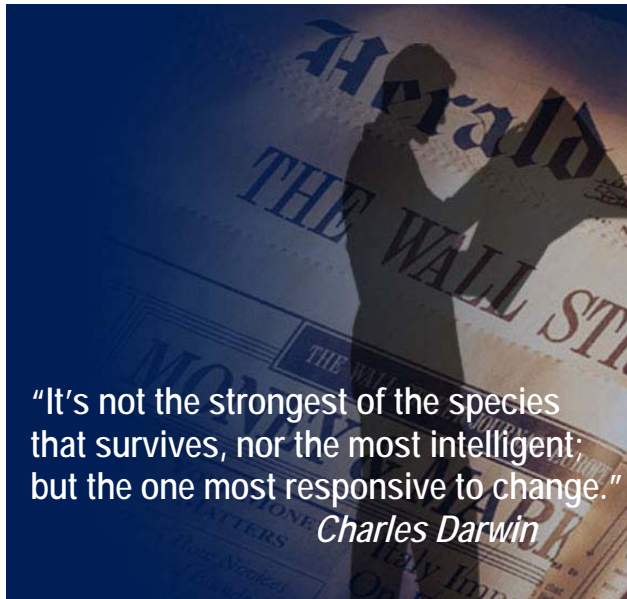


*Developing your business  
Reducing your costs*



**BUSINESS INNOVATION**

Our mission at **Business Step** is to boost business development for our customers through the creation of Value, basing the performance of all staff members upon an ethical and example setting perspective, sustained by the keywords Professionalism, Rigor, Commitment and Integrity.

Acting in some crucial areas like Business Strategy, Complex Sales, Key Account Management, Leadership and Team Motivation, Processes and Operations – covering their Analysis, Design, Implementations and Maintenance perspectives – Business Step provides a set of Professional Services, namely: Consulting Services, Outsourcing (Interim Management), Training and Business Coaching.

These Services provide companies with an excellent means to develop their business with higher return, cost reduction, namely through transfer of fixed to variable costs, and a better risk management for their investments, due to business risk sharing.

The Services from **Business Step** provide companies and organizations with the tools for Business Innovation, allowing them to effectively respond to a difficult combination of two needs, apparently unconnected, arising from the current world economic situation:

- A strategic need for surgical business development in new product/services areas or market sectors, so as to achieve differentiation in a market currently far from dynamic and extremely competitive;
- A need for cost containment, reflecting in a tight cost control and the reduction of investment risks in, namely, business development structures.

**BUSINESS DEVELOPMENT SERVICES**



*OUTSOURCING SERVICES (INTERIM MANAGEMENT)*



- Would you like to develop a new business area without previously investing in the creation of a global management, sales or operational structure?
- Would you like to diversify your existing business onto new markets, products or sectors, rigorously controlling the risk and your investment?
- Are you able to share your company's resources with a team specialized in the management and operation of your business?

**Business Step Outsourcing Services are the solution for you**

Business Step Outsourcing Services are a set of professional services aimed at performing administration and/or management tasks, focused on the business development of organizations and viewed as a replacement or complement of the companies own resources, so as to allow them to concentrate on their fundamental and core business tasks, or in more controlled risk business areas. This set of services is structured in the following way:

- Enterprise management services;
- Business Units management services;
- Team management services;
- Launch of new companies or Business Units;
- Diversification of existing business;
- Supply management of solutions and projects.

### CONSULTING SERVICES



- Would you like to know how to apply the results of the latest research and the new concepts in the management and business areas to your company?
- Are you looking for assistance in the definition and implementation of strategic and financial Business Plans, contributing to the success of your business units?
- Are you looking for optimisation of your company's business processes?

#### Business Step Consulting Services are the solution for you

Business Step Consulting Services are a set of professional services whose aim is to add value to organizations with the purpose of increasing your business performance in the short and medium term.

These are advisory services provided to companies, business units or departments inside organizations, both at the administration and management levels, structured according to the following areas:

- Administration assistance;
- Diagnosis, definition and control services for companies or Business Units strategies;
- Definition and sales strategy control services;
- Assistance in sales closing.

### TRAINING SERVICES



- Would you like to attend dedicated workshops where renowned international experts will discuss the latest management trends with you?

- Would you like to increase your company's staff value through the knowledge of best practises for complex business sales closing?
- Would you like to develop competences to allow management of complex negotiations, through the definition and implementation of appropriate sales strategies?

#### Business Step Training Services are the solution for you

The prime objective of these services is to add value to staff members through the knowledge of management and complex business sales closing best practises. Their aim is to develop competences within the organizations to allow their staff to manage complex negotiations, through the definition and implementation of appropriate sales strategies.

The negotiation of solutions or services in highly competitive environments, based on business-to-business models and with the elements of a sales team interacting with several players and various needs and decision power levels within the client organization, frequently leads to very complex management of the opportunity and the negotiation closing. The success of such negotiations is based upon the creation and implementation of a strategic plan for the opportunity, which must dynamically orchestrate the interactions of the sales team elements with the decision makers and buyers on the customer side.

The intended audience of such training services are administrators, sales managers, account managers, consultants, project administrators and managers and pre-sales consultants whose activity base is the complex negotiation of solutions or services based on business-to-business models.

#### SERVICES PROVIDER

Services are structured and provided on a case by case scenario and also, in what concerns contents, delivery modes, time span, etc., according to the business model and specific needs of each organization. The services are provided via the participation of consultants in the organizational units of the company, respecting its culture, structure, hierarchy, orientation and organization.

These services may be provided to companies which supply products and/or services with technologically advanced characteristics, or a high degree of specialization, acting in sectors such as:

- Information Technology;
- Consulting;
- Environment;
- Engineering;
- Energy;
- Services;
- Training, etc.

#### CONTACTS

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