



We'll acquire new customers for you?

NetBusiness offers consulting services and solutions to increase sales, profits and sales acquisition for your company.

NetBusiness was founded in 2000 as a sales effectiveness & organizational company. NetBusiness brings over 12 years of experience helping companies to maximize sales performance & achieve desired sales results.

BUILD A NEW BUSINESS

The need to grow top line revenues and increase profit or market share presents major business pressures for organizations today. If you have ambitious revenue plans, are adding sales team members, or are looking to manage with fewer resources, it's critical that you have everyone well aligned in their selling practices in the shortest time possible.

VALUE ADDED SERVICES

Business Consultants from NetBusiness can help you to plan, grow, & structure your business to address key issues such as strategy, business enhancement, new acquisition, technology, & change management. With our unique, collaborative approach, we offer not only industry & functional business performance knowledge, but also the insight of others through our consulting alliances.

BUSINESS GROWTH

The Target Account Selling & Marketing Framework (TASMF) has a mission to grow in importance to your company & has very aggressive growth targets to help your company achieve its ambitions. TASMF focuses strongly on your needs in order to enhance business sales. Business Improvement is a systematic approach to help optimize sales processes to achieve more efficient results & turnover.

References



Introduction

Our mission is to build a more effective sales team and acquire new customers.

We collaborate with your company to devise a performance model to drive revenue & growth.



Business & Management Consulting is the practice of helping organizations to improve their performance primarily through the analysis of existing organizational problems & development of sales plans for improvement.

Successful sales organizations consistently prosper by growing revenue while managing the cost of bidding for & acquiring that revenue. Growing revenue often presents a number of general business challenges that can threaten your top-line business growth.

NetBusiness team

I Table of Content

1. Introduction	6
2. NetBusiness Identification Data	10
3. NetBusiness Services	12
4. Business Value Proposition	14
5. NetBusiness Offer	16
6. Management Consulting	18
7. Project Plan	20
8. Business Strategy	22
9. NDA	24



I Empowering your business



NetBusiness has the mission of growing in importance to your company & has very aggressive growth targets to help your company achieve business results. Our uniqueness is the result of combining two disciplines: Best Practices & deep sales methodologies. Innovation is at the core of our efforts & the Target Account Selling and Marketing Framework is the engine driving revenue growth for our customers.



We are your business partners

1. Introduction

The Contractual Parties agree and undertake to keep confidential and to not disclose to third parties any information acquired from the other Contractual Party during the negotiations regarding the conclusion of this Agreement and within the fulfillment of this Agreement including, but not limited to, conditions of this Agreement and information regarding the business activity and assets of the other Contractual Party (hereinafter referred to as “Confidential Information”) for the period of effectiveness of this Agreement and three years after the termination thereof.



| Value Added Services

The Target Account Selling & Marketing Framework collaborates with companies to devise a performance model to drive revenue & growth. We help sales organizations gain the clarity necessary to improve individual & overall team effectiveness by providing on-demand sales, best-practice learning & applications creating a repeatable process to enhance:

- › Dramatic increase of business
- › Improve forecast accuracy
- › Business methodology
- › Competitive advantage
- › Reduced sales cycles
- › Reduce discounting
- › Pipeline size & quality
- › Increased deal sizes
- › Business processes
- › Business strategies
- › Partner programs
- › Sales acquisitions
- › Route to market
- › SWOT analyzing
- › Marketing mix
- › Business plans
- › Sales training
- › Sales audits
- › Reporting
- › KPI



NetBusiness Service Bundles

include three basic business models:



BUSINESS STRATEGY

- › Business planning
- › Marketing mix
- › Benchmarking
- › Go to Market
- › Portfolio/KPI

SALES MANAGEMENT

- › Sales development
- › Account planning
- › Value proposition
- › Business growth
- › Customer needs

PARTNER PROGRAM

- › Competitive advantage
- › Business optimization
- › Sales management
- › Growth pipelines
- › New acquisition

Management Consulting

We create your strategy and increase your efficiency

- › Pro-active action towards projected volume shortfalls
- › Focus on end customer needs and value drivers
- › Implement best of breed TSMF processes
- › Expand enterprise account management
- › Development of a new Partner Program
- › Improve closure productivity
- › Develop sales pipelines



We evaluate and assess your current business model and strategy

- › Implement formal end customer segmentation with business opportunities
- › Recommend more effective and efficient ways of performing work tasks
- › Audit and identify areas with potential for improvement and growth
- › Implement One Team Approach and development of coaching skills
- › Coordinate marketing program and business value added services
- › Develop appropriate business strategy and marketing pipelines

We prepare business benchmarking and diagnostics

- › Define key actions and solutions through TSMF deployment sessions
- › Implement a true sales solution with differentiated business value
- › New reseller strategy and upgrading existing reseller performance
- › Focus on sales incentives for a limited sub-set
- › Set, review and facilitate target achievement
- › Develop a strategic long term partner program

2.

NetBusiness Contact Information



General Manager

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Company information

Company: AGO Development s.r.o.

File Reference: C 114627

Company Headquarters: Prague 4 – Modřany, Churnajevova 1217/10

Zip code: 143 00

Registration Number: 275 74 563

Statutory Authority executive: Mgr. Pavel Novotný

Bank account: 259128927/0300



3.

NetBusiness Services

NetBusiness Solution

targets three key business areas of your company:



Confidentiality

This document contains confidential information and is intended only for internal needs of the customer. NetBusiness may not be reproduced or transmitted to a third party without prior consent.

The objectives and the targets

NetBusiness can help you to plan, grow, and structure your business to address key issues such as strategy, business enhancement, and customer acquisition.



Our Mission

The TASMf is based on Best Practice which helps sales professionals focus on four key factors that impact your company's ability to consistently increase revenue, increase forecast accuracy, and increase sales effectiveness.

The TASMf methodology will increase the effectiveness of your sales team by guiding & coaching your sales managers while they are working their deals. Using the embedded methodology & smart reasoning, it shows your team how to gain control of the sale & build an opportunity plan to win.



1. LEAD MANAGEMENT

Implement lead qualification & routing processes with the assistance of inside sales.

2. SALES MANAGEMENT

We help you gain the clarity necessary to increase sales, and improve team effectiveness.

3. PARTNER MANAGEMENT

Work with partners to make new business models & gain the required capabilities.

4. Business Value Proposition



NetBusiness benefits

We provide our customers with business advice that ensures commercial success for their companies. Our team of specialists will show you how to increase long-term sales and profits, as well as increase the effectiveness of sales and distribution. We know how to get new customers, and upsell to existing customers, ensuring your company's long-term growth. We would like to share our experience and know-how with you.

Quality sales and distribution require years of knowledge from many different segments. NetBusiness has independent consultants who are experienced experts in the Target Account Selling and Marketing Framework. With our proven methodology and a project plan specific to your company our optimized framework will systematically work its way to increase sales and future growth.

Our target:

- › **Comprehensively improve your sales department to achieve its maximum efficiency**
- › **Our know-how and experience to ensure your company's future growth**
- › **Increase the sales, profits & distribution effectiveness of your company**
- › **Get your company new customers and new business opportunities**
- › **Improve your communication with customers and business partners**

Services for business customers

You want to be the best!

How can we achieve that?

- › **We will increase the efficiency of human resources in your sales department**
- › **We will create a unique, optimal process and comparative study**
- › **We will raise the quality of your communication with clients**
- › **We will improve customer satisfaction and customer loyalty**
- › **We will automate the business processes of your company**
- › **We will have customer experience relevant to your clients**
- › **We will raise the acquisition and retention of customers**
- › **We will analyse the critical points of business problems**
- › **We will identify the key performance indicators**
- › **We will analyse your sales and distribution**



Human resources – how to maximize efficiency?

We can achieve a maximum increase of efficiency in the management of human resources. We will create a motivated, efficient and flexible team in your sales department, giving your company order and rhythm. We offer outsourcing advisory services that help our client's affect significant change at reduced cost and risk, while enhancing sales.

- › **We will help you with outsourcing of selected personnel processes and services**
- › **We will propose the concept of education and business development teams**
- › **We will help you adapt to current trends in human resource management**
- › **We will map the current level of motivation and satisfaction of merchants**
- › **We will create a strategy for human resources in the sales department**
- › **We will provide our outsourcing services onsite, offsite, and offshore**
- › **We will define a brand building strategy attractive to employers**
- › **We will evaluate the effectiveness of corporate communication**
- › **We will process and audit a personnel and staffing analysis**
- › **We will determine the typology of your corporate culture**
- › **We will create group and individual development plans**
- › **We will increase the flexibility of working teams**
- › **We will design a business organizational structure**
- › **We will assess the quality of the merchants**
- › **We will prepare an action plan for change**
- › **We will propose new incentive policies**

5.

NetBusiness offer

- › Offer is valid for 10 days from the date of submission. NetBusiness is ready to act and respond to inquiries and work with you to find the best alternative consulting, services and solutions.
- › The contract will make a commitment by an Advisor at NetBusiness to provide expert advice and consultation in the areas specified by the contract, in accordance with this Agreement and pursuant to written requests submitted by the Client's customer advisors at NetBusiness.
- › The Customer undertakes to provide advisors NetBusiness synergy that during the fulfillment of the obligations under the contract NetBusiness manifests as necessary for the fulfillment of the contract.
- › The payment for Advisor NetBusiness for work under the contract is determined to be for each hour of work for the Client customer.
- › Customer agrees to pay for the performance of consultants NetBusiness reward defined in the contract.
- › Expert advice and consultation will be provided with a focus on sales and marketing areas.
- › Detailed specifications and pricing consulting expertise is number one in the Annex to this menu.



I Ten Steps to Success for Your Business



- › We define certain areas with the greatest potential
- › We check the performance of your strategic goals
- › We analyse and create a product portfolio
- › We evaluate your current business model
- › We streamline customer communications
- › We advise you on how to manage risk
- › We optimize the distribution network
- › We optimize business processes
- › We set Your Business Strategy
- › We'll get you customers



6.

Content Consulting Services



NetBusiness provides in-depth, comprehensive advice and full assistance in implementing innovations to your company. We will turn your business into a prosperous enterprise and guide you through the initial steps to a successful outcome.

We increase efficiency and optimize processes

- › We streamline the management of outsourcing and external suppliers
- › We can help you reduce the cost of supporting processes
- › We advise you how to anticipate and manage risk
- › We propose organizational and process optimization
- › We harmonize internal and external communication
- › We propose methods for measuring performance
- › We optimize project management business cases
- › We help you streamline management relations
- › We determine key performance indicators
- › We propose SLA management
- › We increase sales performance
- › We will set a business strategy

We assess the current state of your company

- › We propose improvements based on a comparison with competitors
- › We will assess how your company can meet the strategic objectives
- › We define areas with the greatest potential for improvement
- › We find the current position of your company in the market
- › We propose organizational and process restructuring
- › We identify risks and check the system management
- › We assess your current business model and strategy
- › We analyse processes and organizational structures
- › We evaluate the effectiveness of your processes
- › We evaluate the functionality of your company
- › We determine key business objectives
- › We evaluate reporting and KPI

Create a sales and marketing strategy

- › We perform an inspection of requirements and customer needs
- › We optimize your distribution network and segmentation
- › We implement an appropriate strategy for your portfolio
- › We perform business benchmarking and diagnostics
- › We propose a new process for customer acquisition
- › We help you to target your marketing campaigns
- › We help you determine the right business plan
- › We create qualitative market research
- › We analyse your existing portfolio
- › We evaluate and set pricing
- › We define success factors



7.

Project plan Weekly plan of two months

We guarantee, thanks to a standardized methodology, that a standard project will be completed within two months of approval, including project evaluation and presentation strategy.

I. The first month of the project we will assess the current state of your business

The first week of the project

- › Study the problem areas
- › Process and comparative studies
- › Definitions of key performance indicators
- › SWOT analysis of the potential market and sales

The second week of the project

- › Meetings with the business team
- › Analysis of the product portfolio
- › Proposal for improvement by comparing
- › Assessment of the business model and strategy

The third week of the project

- › Customer acquisition
- › Business and incentive plan
- › Sales strategy and marketing plan
- › Benchmarking and company's position in the market

The fourth week of the project

- › Sales training
- › Customer acquisition
- › Workshop's preparation
- › Business improvement opportunities

The fifth week of the project

- › Evaluation of trade
- › Customer acquisition
- › Assessment of the strategy
- › Build more effective sales teams



The second month of the project will be focused on customer acquisition and workshops

The sixth week of the project

- › Marketing mix
- › Risk identification
- › Meetings with customers
- › Marketing campaign development

The seventh week of the project

- › Meetings with customers
- › Assessment of the strategic objectives
- › Preparing offers with value business proposition
- › Mapping areas with the greatest potential for improvement

The eighth week of the project

- › Meetings with customers
- › Lead nurturing and qualification
- › Analysis of customer requirements and needs
- › Assessment of reporting and key performance indicator

The ninth week of the project

- › Workshop with customers
- › Created competitive advantage
- › Customer's feedback evaluation
- › Creating presentation for customers

The tenth week of the project

- › Reduce sales cycles
- › Workshop's evaluation
- › Improve forecast accuracy
- › Establish clear value propositions for opportunities



8.

Business and marketing strategy



We focus on fundamental business issues: increasing revenues, managing sales risk and controlling the sales process.

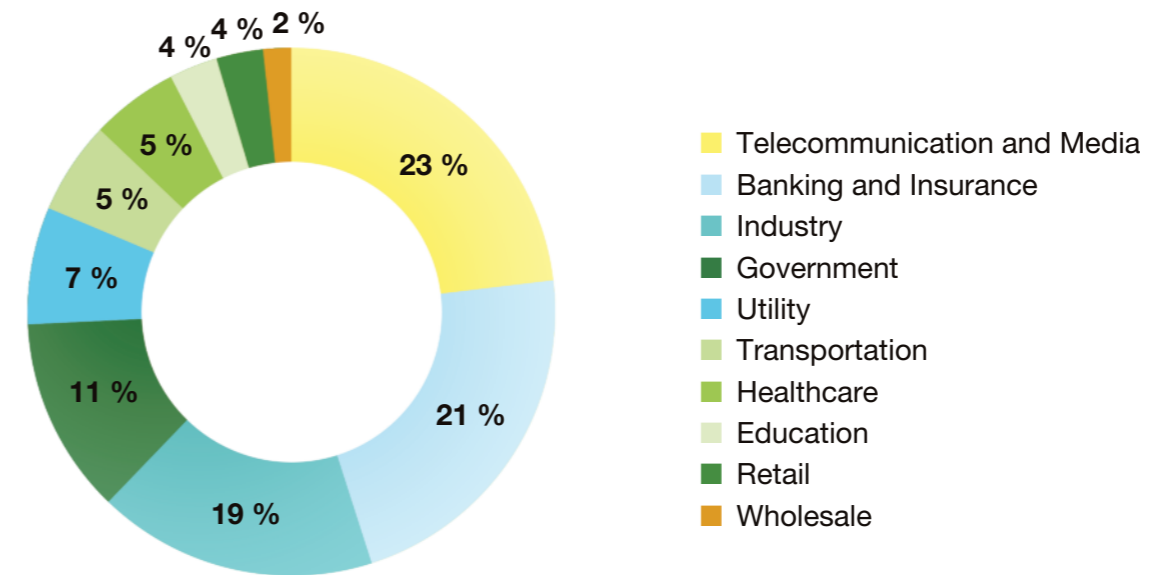
Having the right business strategy is the key to increasing sales and profits for your company. NetBusiness builds this strategy to the needs of your company.

We help you make better business decisions, reduce costs, build more effective sales organisations and develop an appropriate business strategy. NetBusiness Management Consulting helps organizations improve their performance and sales team, primarily through the analysis of existing organizational problems and the development of an improvement plan. Organizations may draw upon the services of management consultants for a number of reasons, including gaining external (and presumably objective) advice and access to the consultants' specialised expertise.

NetBusiness Management Consultancy may also provide customer acquisition, organizational change management assistance, business development, increasing business opportunities, development of coaching skills, technology implementation, strategy development, product portfolio, or operational improvement services. Management consultants often bring their own proprietary methodologies or frameworks to guide the identification of problems, and to serve as the basis for recommendations for more effective or efficient ways of performing work tasks.

| Customer segmentation

ICT potential in Czech Republic



+40%

Increased business opportunities second month of the project

20 new customers

40 new business opportunities

+50%

Increased business efficiency sales team second month of the project

20 million of new business opportunities

9.

Non-Disclosure Agreement – NDA



| Non-Disclosure Agreement

The Supplier undertakes to maintain confidentiality of confidential information and business secrets as defined in Section 17 of the Act No. 513/1991 Coll. the Commercial Code, as amended (referred to below as 'Commercial Code') and of any other facts regarding operations and legitimate interests of SECZ, which will become known to the Supplier during the Tender and Contract negotiations. All such information is deemed confidential within the meaning of Section 271 of the Commercial Code (referred to below also as 'Confidential Information').

Confidential Information is deemed to include any and all information on NetBusiness's operations, in particular information on its trade, production and technical facts, contracts, contract templates, databases, trading partners, clients, employees, products, know-how, accounting and tax situation, business strategies, organisational procedures, plans and business plans, etc., irrespective of whether such information is or is not processed in written form, or information that will become known to the Supplier from oral or written sources irrespective of whether such information is or is not expressly marked as confidential.

The Supplier undertakes not to use Confidential Information contrary to the purpose it was provided for. The Supplier further undertakes that it shall not, under any circumstances and in any form, provide, give access to and/or otherwise disseminate Confidential Information without NetBusiness's written consent.

The obligation hereunder does not apply to information that is or becomes available in the public domain other than by a breach by the Supplier or another entity of the obligation, and to information that is requested under law by a court or another public administration body and is used solely for this particular purpose.

The Supplier shall limit the number of employees having access to Confidential Information and adopt effective measures against its disclosure. If it becomes necessary for a Supplier's employee to receive any Confidential Information, the Supplier must bind the employee to maintain confidentiality to the extent obligatory for the Supplier in accordance with this agreement. The Supplier shall be held liable for any breach of the confidentiality obligation by its employees or any other entities involved in the Supplier's operations.

If the Supplier needs to engage a third party to perform an activity, the Supplier may only disclose Confidential Information to the third party with NetBusiness's prior written consent and on condition that the third party undertakes in writing to maintain confidentiality and protect confidential information to the extent obligatory for the Supplier as set forth herein.

The provision of Confidential Information does not create any right of the Supplier or any other person to copyrighted work, trademark, patent, right to use or disseminate copyrighted work or any other intellectual property right. All Confidential Information remains NetBusiness's property.

Upon NetBusiness's request, the Supplier must promptly return or destroy Confidential Information including all copies, duplicates, electronic data, scanned files and other documents, irrespective of the form it was provided in.

The Supplier undertakes to provide compensation for damage caused by a breach of the above obligations. Circumstances exempting from liability within the meaning of Sections 373 through 375 of the Commercial Code, shall not be applicable.



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