



**Services Provided**

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# VLF International

VLF International has over 20 years experience in the marine industry and 10 years in the luxury events industry.

VLF International is spearheaded by Vicky Farrow, with a wealth of experience in all cultures and many worldwide locations, Vicky is the integral part for the services which are offered.

VLF International partner with many other industry leaders and influencers, ensuring that their clients get a full 360 degree support network.

The marine industry is at the heart of VLF international, with a focus on organic growth and brand evolution. VLF International is a focused and considerate company which support brands to gain more traction and sales worldwide.



# SERVICES WE OFFER

- Business and operating procedures
- Back - office support documents / set up
- Warranty terms & conditions, reports & claims forms
- Contracts / dealer & sub-dealer terms
- Brand guidelines
- Marketing guide and calendars
- Flow charts & process diagrams

Asking for help, saves time and money



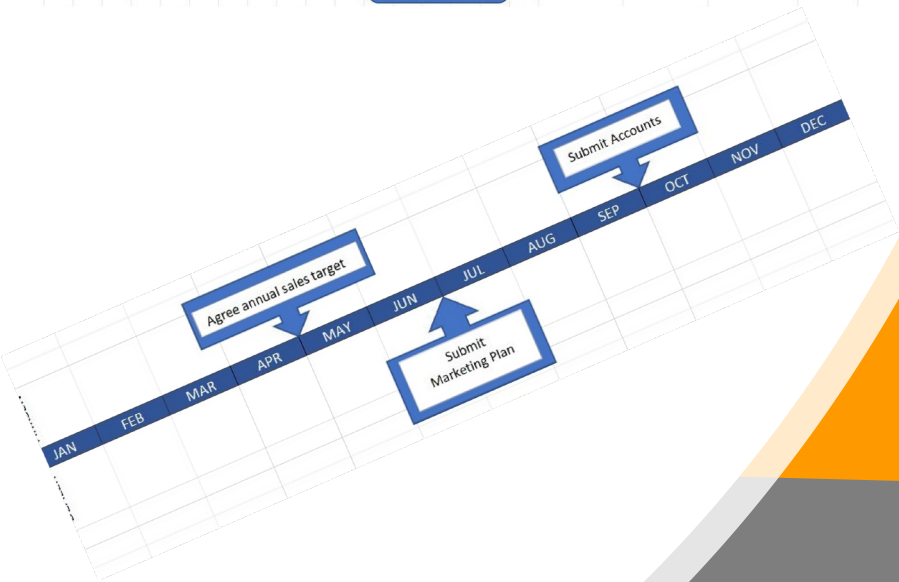
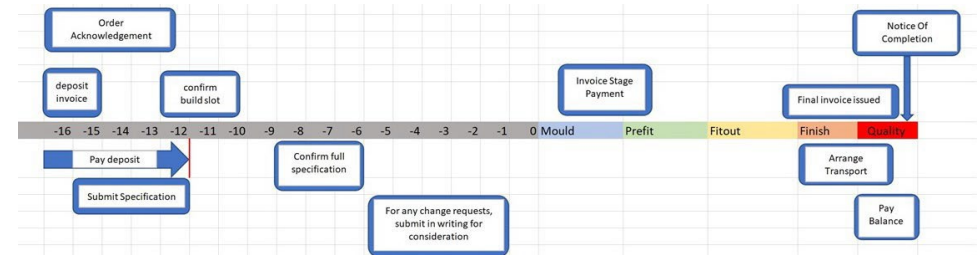
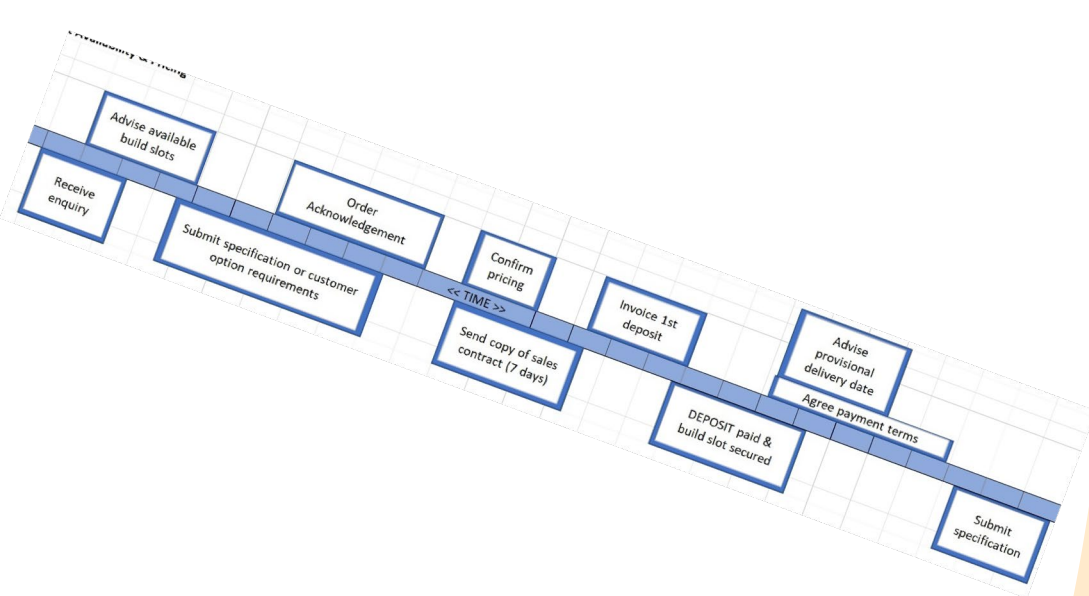
# Onboarding Programme

- We assist with finding and securing your ideal dealer.
- Setting up an easy guide for qualifying the right dealer for your brand.
- Monitoring progress and reporting findings.
- Working with full time staff to refine and define your onboarding process.
- Set clear criteria for your brand ambassadors, influences and expectations.

The value to your company is defined by your distributors

# Flowchart & Processes:

- Sales process
- Order process
- Aftersales process
- PDI & Commissioning process
- Warranty support
- Regular production updates
- Business standards
- CRM Reporting
- Availability reports



Process streamlines your efficiency



# SALES & MARKETING STRATEGY

There are some sales and strategy trends that seem to average out, whatever the product. These are not conclusive they just show that you always have to keep your eyes open, be prepared to think outside of the box and be creative with your sales solutions.

There can be large differences in dealing with individual countries within continents. Do not assume the same processes exist within Sweden and Poland for example, or Northern Europe and France or Spain in the South.

The manufacturer's job is to understand his customer - so listen to their needs and tailor your product and service to meet the individual market needs.

Step 1: Develop awareness of the problem.

- Good sellers will have a 50/50 ratio of open-ended / closed ended question ratio: Great ones will be 20/80

Step 2: Train yourself to start questions differently.

- Start with “tell me about”, or “how do you”
  - Not “do you” and “what”

Step 3: Always ask for more before moving on.

- End every section with “tell me your thoughts” or “how would that work for you”

Public Relations and marketing also need dealing with, as a distributor will think that assistance here is a major benefit.

Will there be a joint agreement to bear some or all the costs, or will they be all paid by the distributor?

What are the brand guidelines? Who pays for marketing materials, who does press releases, can the manufacturer offer support for boat shows, in terms of exhibits, physical presence, even financial support?

When building a distribution network, you will want to have someone on staff with marine industry social media experience. Alternatively, you would be well advised to engage a consultant or agency with marine industry experience who can effectively manage your social media presence.

It is important to establish social media / brand guidelines with your distributors from the outset. This will include things like photography rights, tagging, pre approved images etc.

Social media is a great way, internationally, to help explain the product to distributors and end users. Note that social media channels may differ per territory. For example, in Germany people use Xing instead of LinkedIn. In China, the most used platform is WeChat (which is like a combination of WhatsApp, Instagram & Online Banking). In China, Weibo is like Facebook.

The chart below shows social marketers' top goals of social media which visually conveys how social media can benefit your company.

### SOCIAL MARKETERS' TOP GOALS OF SOCIAL MEDIA

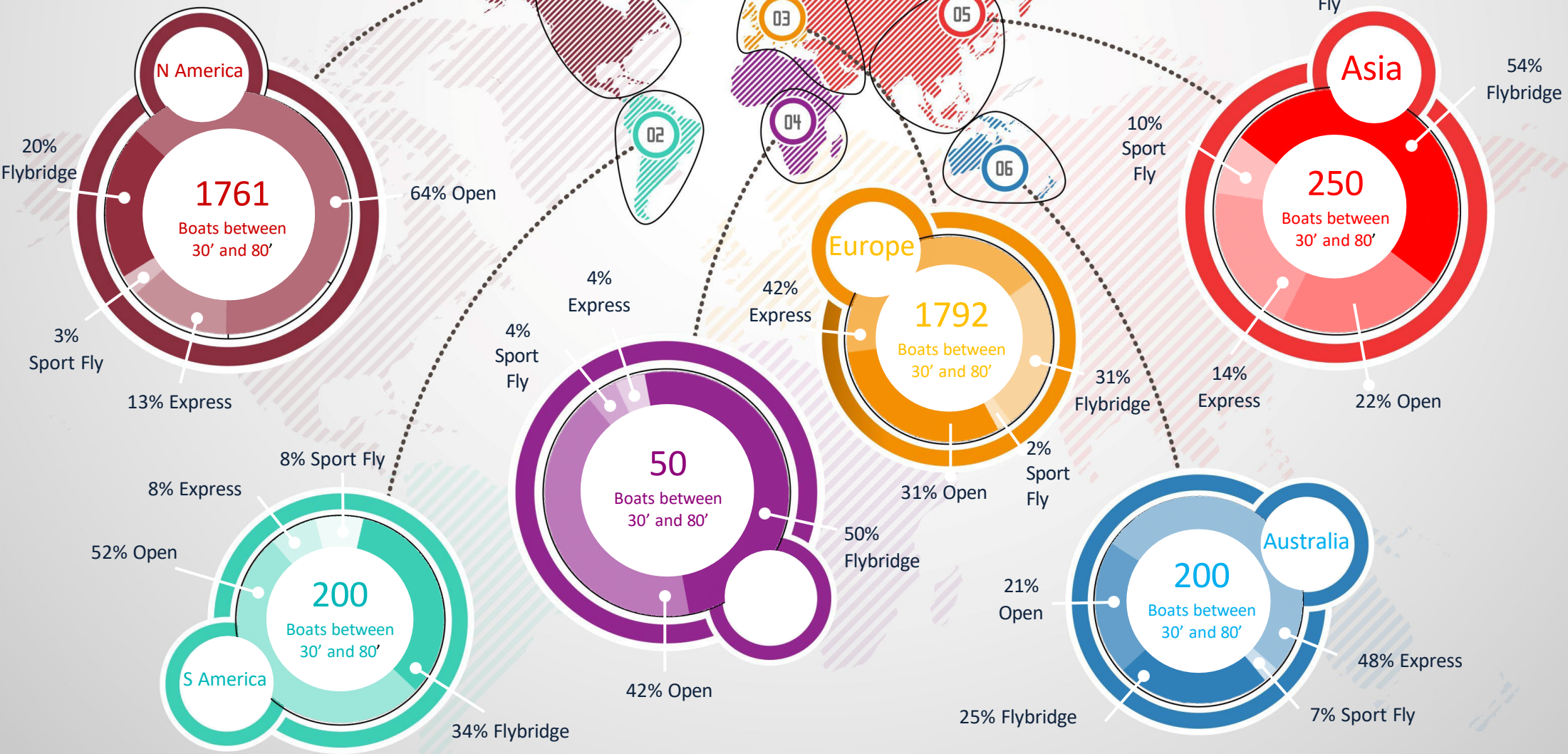


- Increase brand awareness (70%)
- Sales/lead generation (59%)
- Increase community engagement (48%)
- Grow brand's audience (46%)
- Increase web traffic (45%)





# Global Market 2022



Know & research your markets



# Brands we work with



The difference is in the detail



# COSTS & CONDITIONS

We can create a bespoke package to fit your requirements.

An indication of costs are given below:-

- Daily rates: £250 - £500
- Weekly rates: £1200 - £2500 (based on 4 days)
- Monthly rates: £3500 - £5000

N.B.

All costs are Ex Vat / taxes (where applicable).

No pension or NI contribution required.

Monthly contracts are based on a minimum of 3 months.

NDA to be signed by both parties.