

Replacement of synthetic raw materials with natural, sustainable, and renewable alternatives



Task

To find applications and sales opportunities in the areas of construction materials, chemicals, cosmetics, and other technical areas for a manufacturer of renewable raw materials. These comprise waste materials like vegetable pits, natural, and renewable materials.

Objective

Find applications for these raw materials. Act as primary business development for the client since they had no in-house sales staff.

Determine the feasibility and profitability of the targeted areas.

After demonstrating proof of concept and market acceptance, the client will implement their own sales structure.

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Methods

- ◆ Internet research for possible applications in the targeted industries.
- ◆ Set up a database with contacts in the mentioned industries out of the Spiegel & Team database as well as determining the appropriate contact persons in the targeted industries.
- ◆ Telephone calls followed up by visits at customers with promising projects.
- ◆ Sales conversation and trial support at the beginning of the project.

Result

We found several interesting application areas for these raw materials.

We were able to set up trials in these areas that led to initial tonnage sales.

In addition, new potential customer leads were generated in different industries.