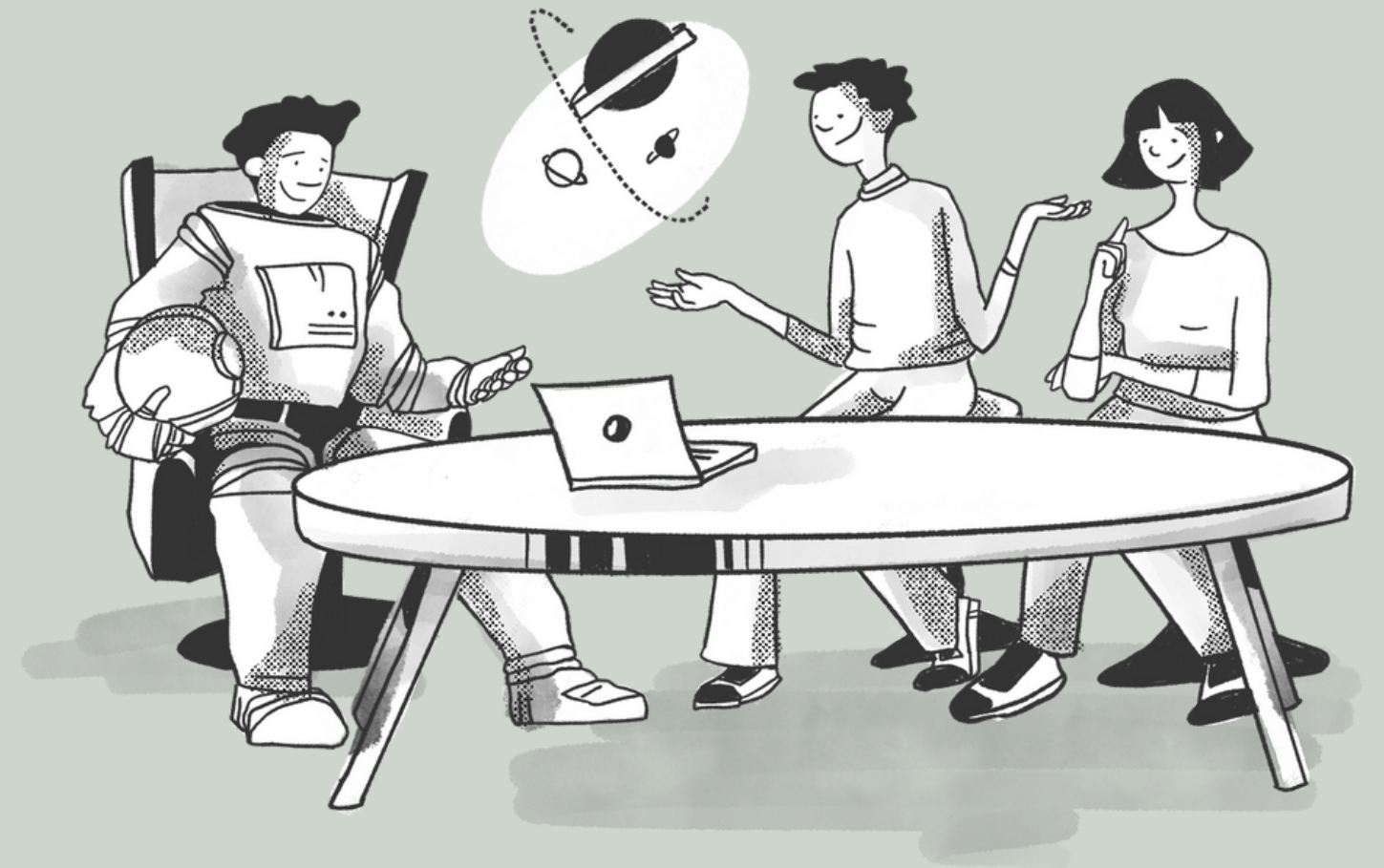


Starting a Sales Department & Closing a Deal with CERN

NANOPOWER

CASESTUDY



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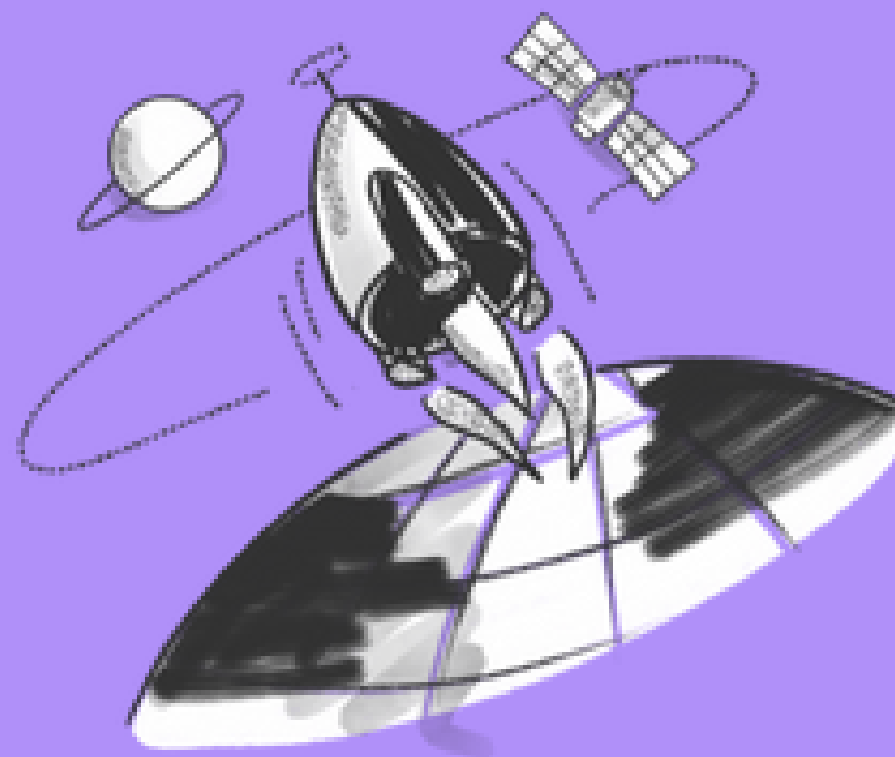
Nano Power, a.s.

Nano Power, a.s. is the exclusive distributor of Altairnano and Yinlong LTO batteries in Europe. The battery systems they supply are focused on very high performance. Optimized for tens of thousands of cycles, designed for even the most demanding applications, with a strong emphasis on material resistance and operational safety.

Goal

The CEO and Founder, František Šťastný, has started this company on his own years ago with a very clear vision to conquer the European market with the new LTO technology. He knew the market and saw an opportunity. He was operating with one key customer for the first few years. Then he decided to move on and start with proactive sales and new acquisitions. That was the moment when our paths met.

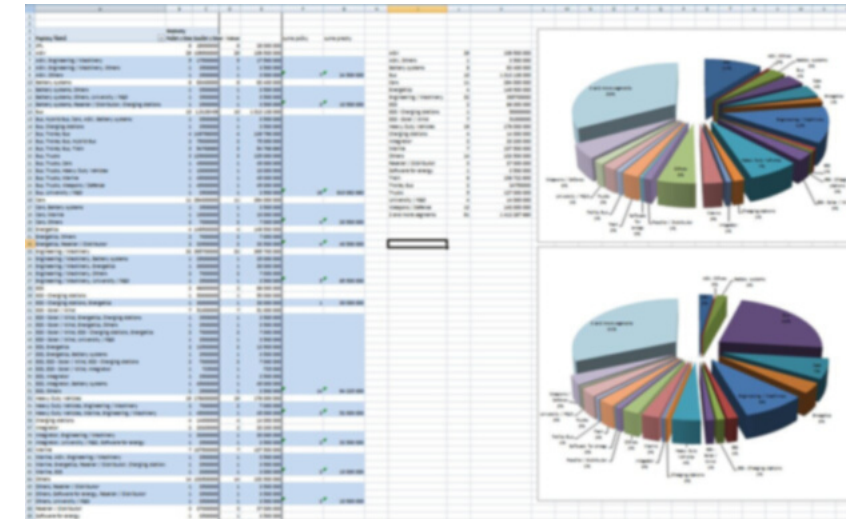
SALES STRATEGY



Market research

The business was running well and the product was at very high level which was a great starting point to launch sales. We have used this situation to conduct a comprehensive market research and build a database of potential customers.

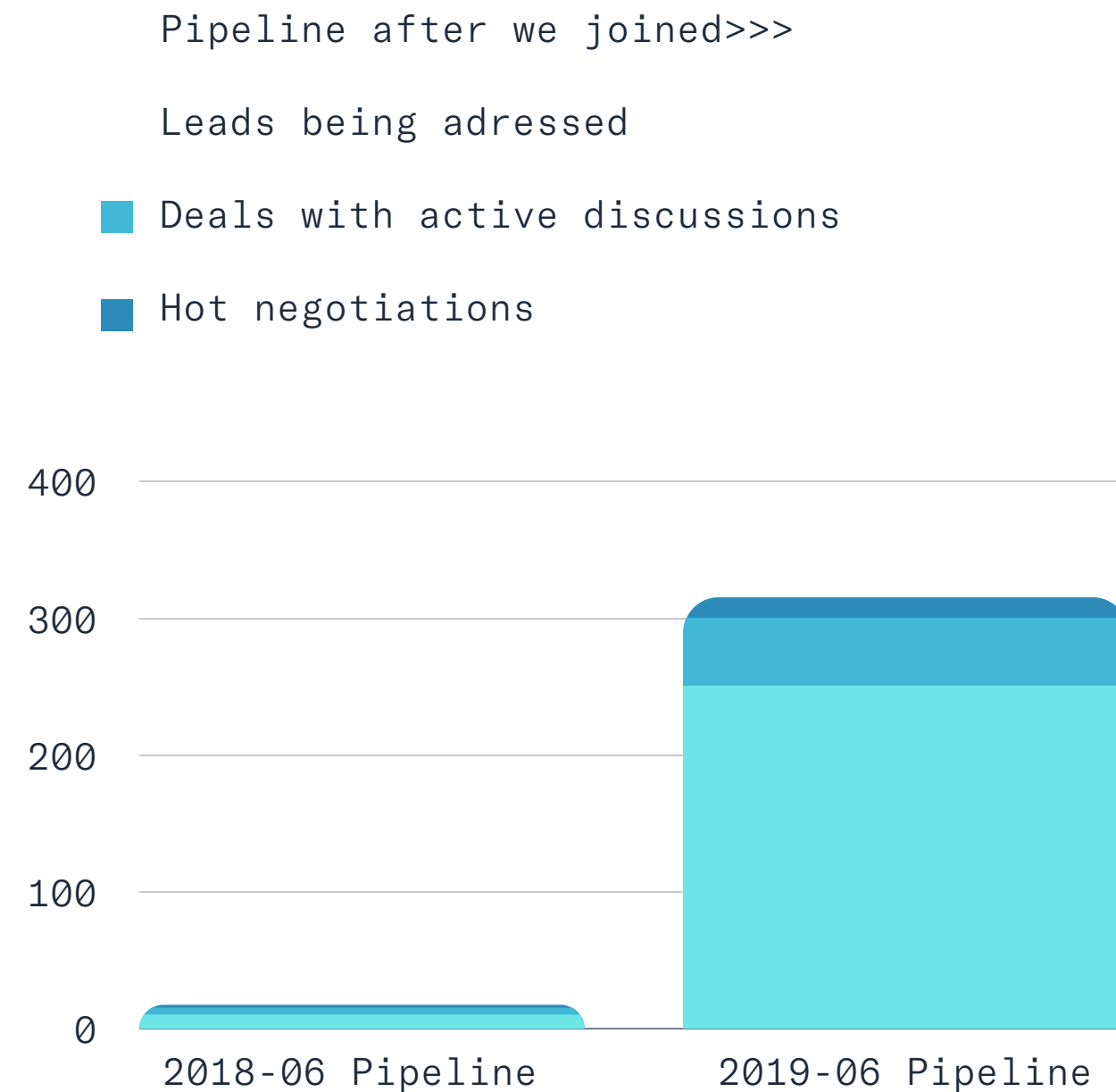
We have grown initial narrow pipeline of a few prospects to hundreds of potential leads. Later on the sales team started to process these and turn them into potential customers.



Sales Strategy

The strategy was split into two directions - continuous prospecting and direct sales with an aim to continuously close "door opening" deals and secondly with a long-term goal to attend huge international tenders and acquire a game changer.

The biggest tender we have worked on for a few months had a value of 1,4B \$.



TOOLS IMPLEMENTATION



Tools Creation & Implementation

We have generated a robust list of leads during our market research that we imported into the new CRM system Pipedrive.

We did the whole setup of the system based on the client's sales process, target market, and customer's key qualifying parameters.

Since the offer creation and pricing calculation was a very complex and time-consuming process, we have created a comprehensive Xls pricing calculator using formulas and other functions to make it as simple as possible. An offer creator (a salesman) only had to put in the customer's battery specification and the tool calculated what kind of battery composition needed to be used and for what price. Moreover, all the battery specifications and prices automatically appeared in an official pricing offer template



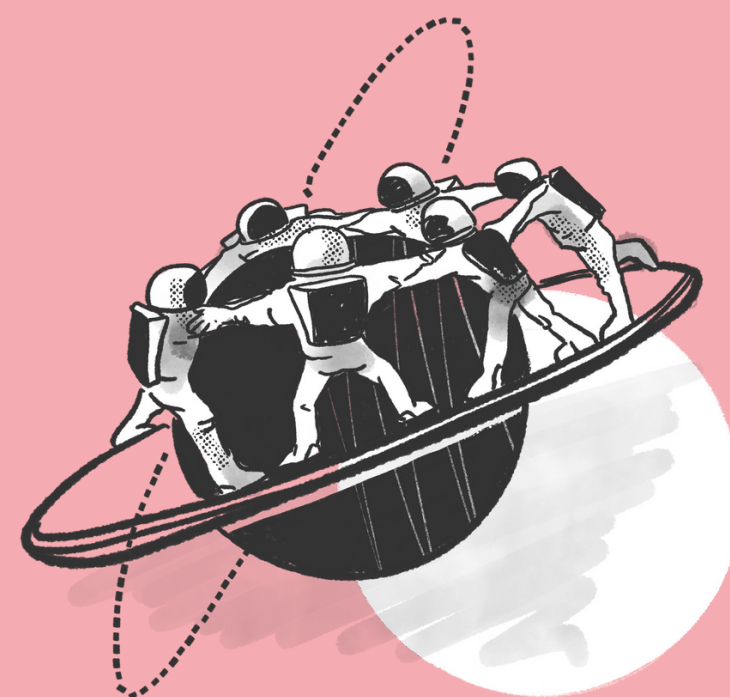
Offer Creator v.1.4 - Calculator				client name	
		initial request	others		
Customer Assumptions					
Application				24V 70 Ah Battery Module	BMU LBU
Required energy				Energy	1,400 kWh
Required power				Power	200 kW
Required capacity				Capacity	600 Ah
Required voltage				Voltage	24 V
Required charging				Voltage range	17 27.5 V
Required (maximum) weight				Weight	20 kg 6,100 6,107 kg
Design Our Solution - Basic Features					
Number of modules with LBU in a 200Ah kit		1			
Number of cells in 200Ah kit		1			
Number of BMUs		1			
Number of LBUs		1			
Our Solution - Technical parameters					
Energy		1,400 kWh			
Power		200 kW			
Capacity		600 Ah			
Voltage		24 V			
Voltage range		17 27.5 V			
Current		400 A			
Weight		20 kg			
How does our solution match?					
Energy		1,400 kWh			
Power		200 kW			
Capacity		600 Ah			
Voltage		24 V			
Voltage range		17 27.5 V			
Current		400 A			
Weight		20 kg			
Calculation					
Profit margin / discount		20%	No discount		
Box		NO	Yes (to EU)		
Cooling system		NO	Yes (to EU)		
Transportation		NO	Yes (to EU)		
Customs to EU		NO	Yes (to EU)		
Low voltage cables		NO	Yes (to EU)		
Prevent price for which company / org of customer		200000000			
Include connectors, cables and a rack		NO			
Final Price Calculation					
Price of modules					40 700 EUR
Price of all BMUs					200 EUR
Price of all LBUs					4 907 EUR
Price of the whole pure battery system					55 807 EUR
Price of the box					0 EUR
Price of cooling system					0 EUR
Price of low voltage cables					0 EUR
Price of connectors, cables and rack					0 EUR
Price of all additional features					0 EUR
NET price of the solution					55 807 EUR
Costs					
Price of modules					40 700 EUR
Price of all BMUs					200 EUR
Price of all LBUs					4 907 EUR
Price of the whole pure battery system					55 807 EUR
Price of the box					0 EUR
Price of cooling system					0 EUR
Price of low voltage cables					0 EUR
Price of connectors, cables and rack					0 EUR
Price of all additional features					0 EUR
NET price of the solution					55 807 EUR
Profitability					
Purchase price					
Default price					
Net price					
Profit					

Tools Creation & Implementation

We have created a new version of the sales presentation with a bigger focus on a customer with an aim to make him identify himself and address his needs and issues he is going through. Later on, we helped to transform this presentation into a new graphic design.



TEAM

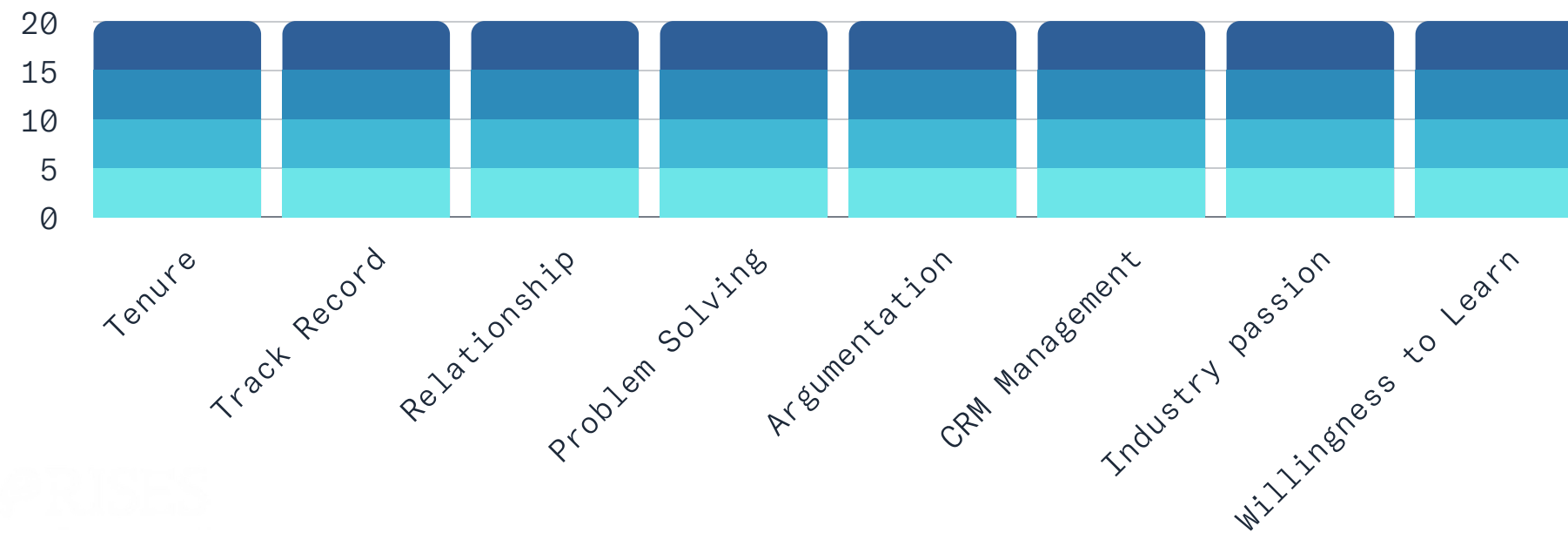


Hiring a Sales Team & Creating a Reward (Bonus) System

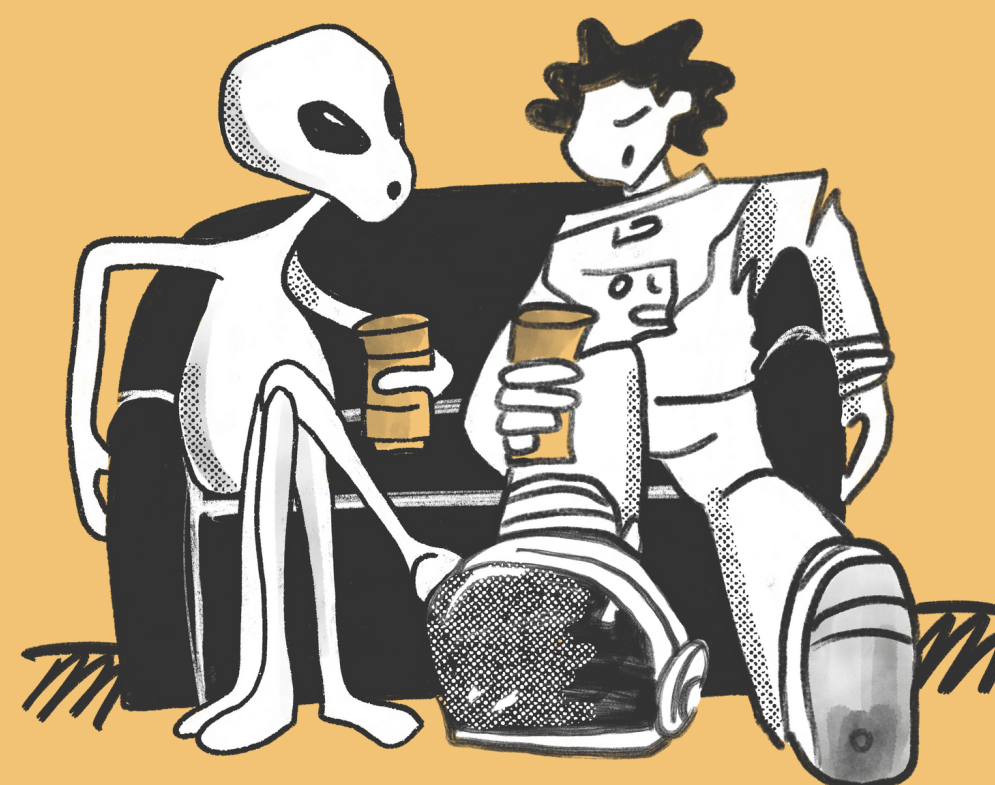
We have used several skills tests and metrics to evaluate candidates in order to bring their profiles to the test. Based on the sales process and given sales goals we have hired 2 sales managers who later became key team players of the present sales team.

Besides that, we have helped to establish initial relationships with strategic partners in Poland and USA and appointed a professional technical advisor in the Czech republic who helped to design the first tailor-made products with their own design and specification.

Our hiring evaluation system:



NEGOTIATION



Supporting Sales Negotiations

in order to create a sales process and negotiation manual, we have supported Nano Power during many negotiations. We have also attended a few international conferences (e.g. Bauma, Munchen).

With our help, Nano Power won a swiss tender from CERN, the European Organization for Nuclear Research, and acquired french Omexom, a market leader in the field of electric installations.

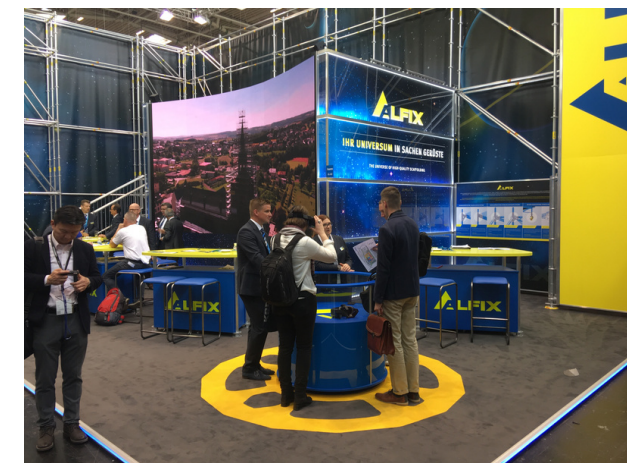
At the end of the project, the sales team was handover to Nano Power and successfully operates till present including a technical partner who is an external part of the NP team.



Flying to a
negotiation in
Warsaw



Bauma
Fairtrade



OVERALL



What our clients say



"Spacetools helped us to launch not only the business in the way of opening new opportunities. They made us change our focus from being strictly distribution oriented company to an engineering expert company designing tailor made electric battery systems. A change that worked perfectly."

František Šťastný, CEO & Founder

Thank You!

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