



BUSINESSMIND®
creativity meets results

Solutions to (re)calibrate your commercial actions

ADDING VALUE
to your commercial strategy

www.business-mind.ro

A unique mix of commercial advisory services dedicated to the B2B sector from Romania

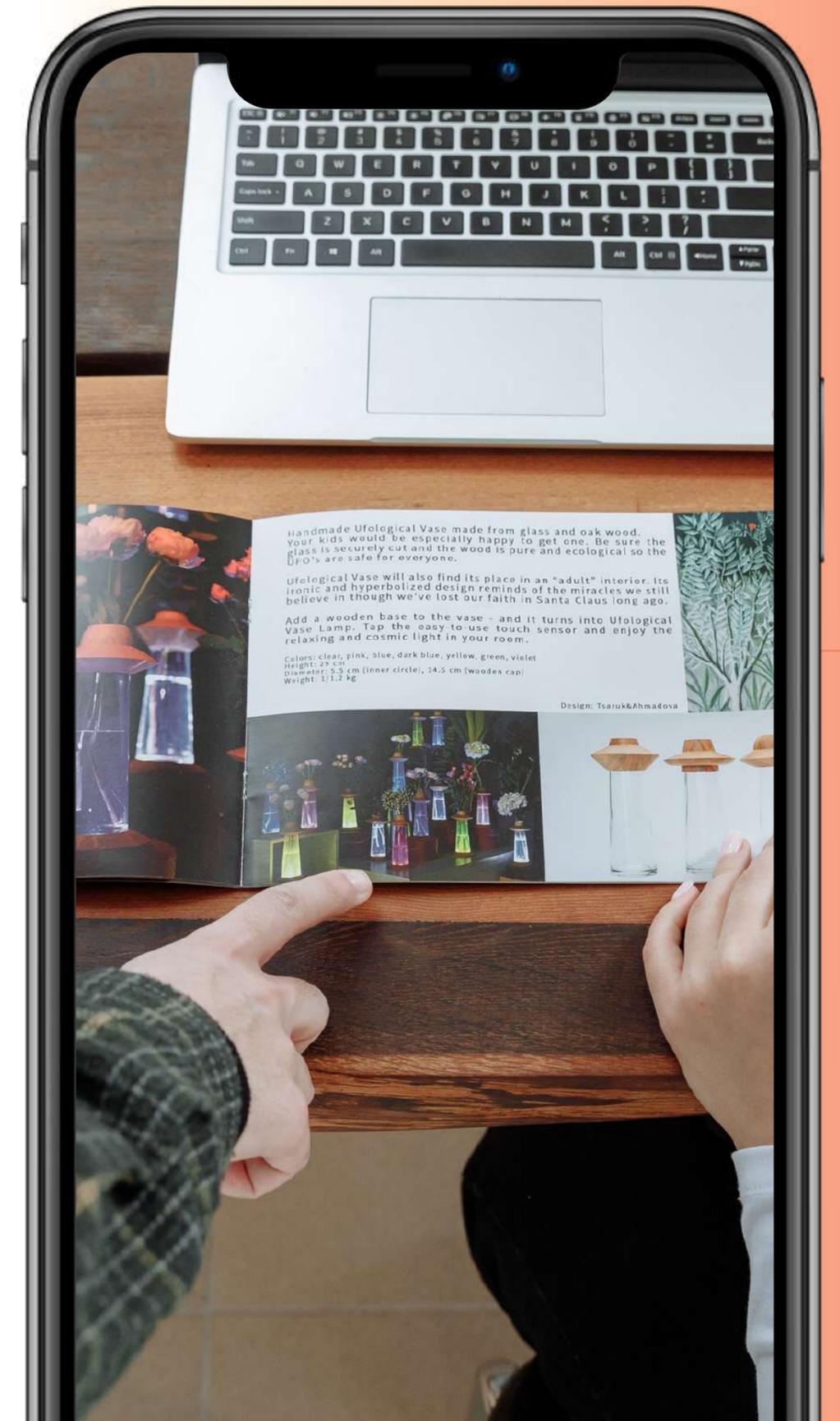
In today's context, due to digitalization, the main expense of a business is not only the cost of production but also the cost of your sales & marketing efforts, as well as the selection of suppliers to support these efforts. Last but not least, there is the burden of finding and keeping the right staff.

Each project is unique, and for each of them, we select a Team of Advisors that possess the relevant set of B2B commercial & marketing skills for delivering the project. We make sure all delivered actions respect the quality expectations and are completed in a timely manner.

"We believe in a future where technology will take on more and more tasks and experts in various fields will contribute to the development of projects for various companies at the same time."

Elena Paraschiv-Pop, Founder & Managing Partner Business Mind

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Sales & Marketing like a PR🎯...

**You have your dedicated team for your
B2B business ...**

with commercial consultants, marketing & PR specialists, public speaking experts, copywriters, journalists, digital experts, web designers ... you name it.

... but without the hassle of hiring and the burden of high budgets, because they are calibrated to the size of your business.

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Now it's easier to contact the right clients and to explore new communication channels



Drive more revenue, faster

If you have such a wonderful project that you don't know how to describe it and you're wondering what are the best ways to identify the right customers - *You're in the right place!*

Our Team will help you identify the right customers for your business and the most effective ways to get in touch with them. We can train your team or you can outsource partially or entirely the lead generation process - *It's that simple*

TIP: By adopting Data & Analytics, and Hybrid Selling (digital & face-to-face) approach that's proven to be more successful in driving new clients, you can better identify prospects with high purchase intent. This enables you to be on top of your competitors by approaching clients in a more informed and personalized manner, which leads to higher response rates and better sales outcomes.

Where we start



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THE MARKETING PLAN TAILORED TO YOUR BUSINESS STRATEGY

We analyze the current customer portfolio, establish the ideal customer profile, identify the best prospects and marketing actions necessary to meet business objectives

IMPLEMENTATION SCHEDULE

We establish the timetable for the implementation of the agreed actions.

WE IMPLEMENT THE ACTIONS

We create the necessary materials and implement the agreed actions.

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Portfolio of
services

B2B MARKETING & PR



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COMMERCIAL CONSULTING

We identify the best customers and develop the right actions to get in touch with them, while we position you as an expert in your industry.

MARKETING OUTSOURCING

We are your virtual marketing department. Depending on your specific needs, we assign the right team to implement the marketing and communication actions: *website update, material update, material design, social media update, publishing articles in the profile press, organizing events, etc.*

BRAND MANAGEMENT

We take care to create all the materials necessary for your presentation: *logo design, business cards, commercial offer, website, photo/video sessions, leaflets, presentation brochures*, and any other material necessary in the commercial activity. We also help with trademark registration.

PUBLIC RELATIONS

Our team of journalists and copywriters write the texts of articles and materials to be published on the website, social media, and business press. All editorial projects are published on our own channels as well as our partners'. Also, our public speaking specialists are supporting every presentation you make to your audience.

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Portfolio of
services

COMMERCIAL RISK MANAGEMENT

Every time you decide to sell with a down payment, there is a risk of late or no payment. The portfolio of services selected by our specialists helps you to minimize this risk whether we are talking about local or foreign clients.

BUSINESS INTELLIGENCE

We provide customers with the data and analytics necessary for making business decisions: *sector studies, customer monitoring, updated databases, etc.* The information is transmitted directly in the ERP system or punctually through databases in various services.

ADVISORY



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Portfolio of
services

**CONNECTED
SERVICES by
our selected
Partners**



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B2B DEBT COLLECTION



The team selected by specialists is dedicated to B2B collection projects.

Why? Because the approach is different if you want to recover an invoice from an individual versus from the CFO of a company. We focus on maintaining the business relationship.

HR RECRUITMENT

Are you looking to complete the team, or even create a new local team? Looking to recruit even non-EU candidates?

Our network of recruitment specialists can help you find the right candidates for your projects. Our added value is in the fields of *Sales, Marketing, Finance.*

INSURABLE RISK MANAGEMENT

The team of specialists can audit the insurance policies of your company, can provide advice for the creation of the service adapted to your activity and can help you to negotiate with the insurers the conclusion of the policies and the indemnification of damages.

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ABOUT



BUSINESSMIND
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BUSINESSVOICE
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ELENA PARASCHIV-POP

Founder & Managing Partner

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Over 19 years of expertise in Sales, Marketing, and Business Development and the last 12 years are dedicated to the consulting industry.

Currently, I am passionately involved in business consulting projects, solving difficult situations, and finding practical solutions for clients.

I am a Commercial Consultant for the Association Chamber of Commerce Belgium - Romania, Mentor in the Entrepreneurial Community, and Mentor within the AVE Romania projects.

Author of numerous B2B consulting materials and speaker at various business events.



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CONTACT

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