



D | **Rolls**
associates

Sciences de la Vie
AFSSI 

ASSOCIATION FRANÇAISE DES SOCIÉTÉS DE SERVICES ET D'INNOVATION



Life Sciences Industry - France



Talented engineers



Highly educated executives



Innovative companies

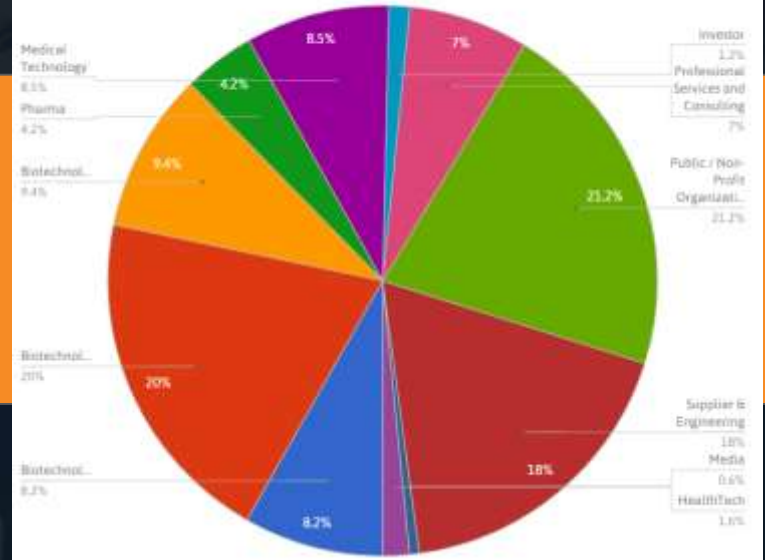


Impressive R&D activity

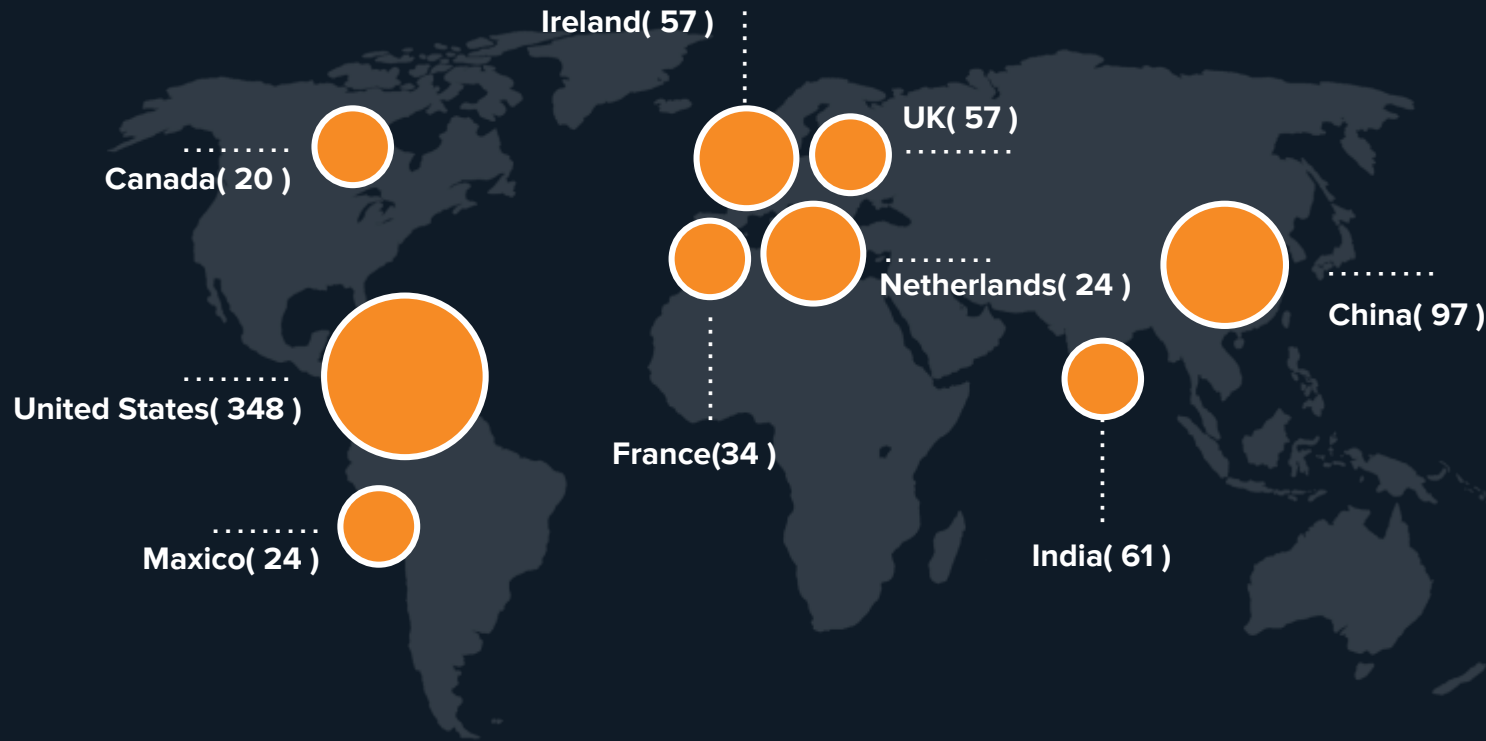


For the past few years, interest in French life sciences companies has increased among US investors

Companies per Sector in France

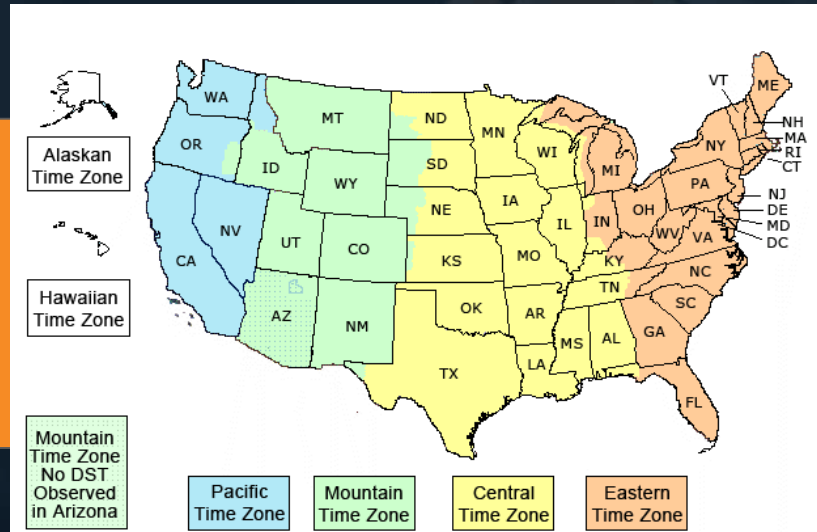


Location and Number of Life Science Industry Investments (2012)



Entering the US Market

Even within the US, there are culture gaps between the different states.



Eastern: France - 6 hrs

Central: France - 7 hrs

Mountain: France - 8 hrs

Pacific: France - 9 hrs

Alaska: France - 10/11 hrs

Honolulu, Hawaii: France - 12 hrs

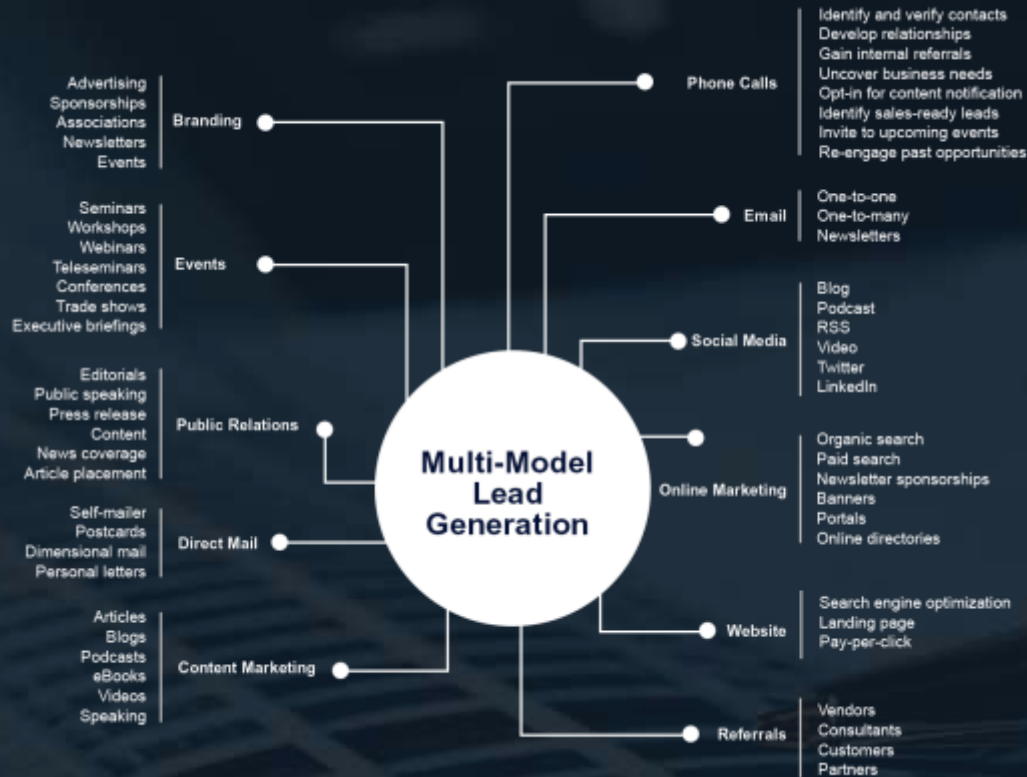
What is Lead Generation?

Lead generation is a marketing term that refers to the creation or generation of prospective consumer interest or inquiry into products or services of a business.

Leads can be generated for a variety of purposes - list building, e-newsletter list acquisition, or for winning customers. Lead generation is generally generated through search engines, direct mail, email, or telephone.



Multi-Model Lead Generation



WHICH B2B LEAD GENERATION METHODS WORK BEST?



Set Your Goals

Inbound
vs.
Outbound Leads



Where to Start



Define your geographic target in the US



Understand how company sizes are defined in the US



Who is the decision maker?



Define targets with multiple branches that can expand nationally across the US



Create a high-quality and precise database of your entire target audience



Connect to them all



Analyze the database to get unique market and business insights



Schedule meetings

Lead Generation Model

Broadly Targeted, Less
Interactive, Less Measurable



Narrowly Targeted, Highly
Interactive, Highly Measurable

Smart Calling: The Perfect Recipe

Meetings can be scheduled using various platforms and tools.

We found the ideal recipe to be:



Calls



Emails



LinkedIn

All this, supported by in-depth research into the target audience.



Tips for Smart Calling

- Respect the Executive Assistant
- The right time in the day/week to call
- Smile when you call
- Have a native English speaker (US preferred)
- CRM
- Local US phone number
- If possible, local US address
- Adjust the marketing material for the US market
- Check for news in the target location
- Finding the contact information of your target leads



Case Study



Get to know each and every one of your target leads before contacting them by doing in-depth research.

At DRolls Associates, we worked with a MedTech company that provided a product for patients suffering from diabetes. We created a database of all of the relevant diabetes doctors in their target location and before we contacted them:

We checked if they lectured, and where

We checked what articles they published

We checked if they were mentioned in the news or publications

We checked their specialties, experience, and what they were working on

This allowed us to create personalized and customized approaches that were not about us, but about them, and that got results.



Find the Right Person for Your Lead Generation

Who is the right person for lead generation?



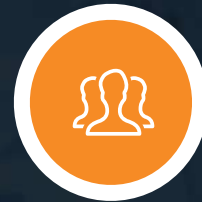
Executive Assistant



Someone who is comfortable on the phone



Local



People person



Cold calling experience

Trade Shows

Realize the maximum potential of trade shows by creating a plan:

We found the ideal recipe to be:



Before



During



After



Use All of the Tools in Your Toolbox

- Full signature in your email (including trade shows)
- Company email only
- Prepare a follow-up email before you reach out
- Local sales person in the US
- One liner
- One pager
- Case study
- LinkedIn
- Scripts for calls and emails
- References and testimonials



LinkedIn

Used globally by millions, LinkedIn is a business network that is extremely popular in the US, and an important tool in sales and lead generation.



Find your target audience



Research your target audience



Research your competitors



Expand your business network



Reach out to your target audience



Schedule meetings



Support your sales activity



Promote your company





Think Positive

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Thank You