



EQUILIBRIUM



# EQUILIBRIUM - Consulting

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## ABOUT US :

we are a unique consulting company specializing in developing international businesses

## WHAT DO WE DO ?

### ADVISE STARTUPS AND MID-SIZE COMPANIES :

- Help to Identify and Prioritize Growth Opportunities
- Build Cohesive Strategies to Expand Business Domestically & Internationally
- Transform Teams to High-functioning Organization

## HOW WE DO IT

### TAILORED, SCALABLE, FLEXIBLE SERVICES

- Tailored → Customized to Your Specific Needs
- Scaleable → Evolves with Your Development
- Flexible → Fixed Fee Structure or Fixed Fee Combined with Turnover-based Fee <sup>2</sup>



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# About Me



## MR. CYRIL PLIQUET

- **PASSIONATE** Outdoor Enthusiast and Nature-lover
- **MULTI-LINGUAL** EU Citizen Who Enjoys Working & Interacting with Diverse Teams and Individuals
- **BRAND-FOCUSED** & Product-minded Business Developer
- **CAPABLE** of Leading Teams and Implementing Strategies to Deliver Successful Plans
- **AGILE** and Proactive Leader Focused on Constructive, Collaborative and Creative Approach

## EXPERIENCE & EXPERTISE

- 24 Years Global Sales/Business Development & Product Management with Sporting Goods Industry Leaders
- Extensive International Network of Industry Sector Professionals and Business Partners
- Ability to Manage Complex Business Environments Including Multi-channel, Multi-brand, Multi-category
- Experience with Multiple Business Models Including: Direct Wholesale, 3P Distributor and B2C
- Record of Profitable Growth in Revenue and Building Lean, Efficient Organizations
- Focus on Efficient Processes & Methodologies: Strategic Planning, Budgeting, Profit & Loss, Go-to-market, Reporting Tools



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# Mission and Values

## MISSION

We help build profitable businesses and growth strategies with respect for the environment and society.

## VALUES

We Aim To Work with People Who Are Ready to Engage and Grow, Based on Similar Values :

## SUSTAINABILITY

Support projects that minimize environmental impact

We Emphasize Respect for the Environment Through Project & Product Development with a Sustainability Strategy  
( Eco-friendly Materials, Close Production Sites, Clean Manufacturing Processes, Circular Economy )

## INNOVATION

Create Disruptive & Innovative Products that Can Improve Lives, and Make a Lasting Impression on Markets and Society.

## PEOPLE

Encourage Creativity, Support Team and Self-development, and Emphasize Overall Well-being.



# Market Observations

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### MACRO TRENDS

- Globalization / Bigger & Faster Competition / Omni-channel / Digitalization
- Sustainability / Custom-made Models / Externalization / Part-time

### STARTUPS & MID-SIZE COMPANIES

- Need to Be Lean and Agile
- Cannot Afford Hiring Full-time & First-class Management for Each Key Function

### GROWTH IN EUROPE & INTERNATIONALLY

- Requires Long-term Investment
- Requires Strong Expertise, Experienced International Management
- Requires Network of Trusted Partners and Business Contacts

### COMPANIES NEED AGILE & SCALABLE ORGANIZATION

- Staffing Needs to be Flexible / Adaptable / Mobile in Order to Thrive
- Internal Focus on Core Competencies (Innovation, Executive Management, Etc...)
- External Focus on Flexible Resources & Expertise for Other Key Functions



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# Scope of Plans & Services

## GOLD

### DIAGNOSE + PLAN + IMPLEMENT

- Guide You in the Execution of Plan
- Be Your Interim External Sales Management Partner

## SILVER

### DIAGNOSE + PLAN

- Build Clear, Actionable Plan with Your Team

## BRONZE

### DIAGNOSE

- Make a Company Diagnosis
- Identify Compelling Growth Opportunities

## FULL SCOPE

### BUSINESS SERVICES

- Distribution
- Sales
- Pricing & Profitability
- Product
- Go-To-Market
- Organization



# Example Scenario

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### **GOLD LEVEL PARTNERSHIP**

#### **YOUR NEED**

Build your distribution network on international markets

#### **OUR ANSWER**

Make Diagnosis

Develop Plan of Action with Your Input and Approval

Be Your Interim External Sales Management Partner

- Interim Period : 15 / 30 / 60 Days Per Year
- Definite Period : For 2 To 3 Years Based On Your Development Phase and Growth Strategy
- Competitive Service Fee System (Fixed Fee + Success/Turnover-based Fee)

#### **BENEFITS**

- A Strong Strategic & Operational Expertise → Applied Exactly Where and When Needed
- Grow your Business Faster and More Sustainably → At a Cost Right-sized to Your Organization
- Shared Expertise to Develop Your Internal Team → You Build Your Organization Gradually



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# DISTRIBUTION

## Structure your **DISTRIBUTION** domestically & internationally

- Recommend Coherent Distribution + Channel Strategy
- Propose & Implement Appropriate Business Model
- Lead Search for Distribution Partners (Distributors/Agents/Employees)
- Manage Appointed Distributors/Agents on Interim Period





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SALES

## Strengthen **SALES** Strategies and Tactics

- Identify Growth Opportunities ( Channel / Customer / Product )
- Build Sales Strategies and Revenue Plans
- Prepare & Structure Key Account Meetings
- Organize International Sales Meetings



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# PRICING & MARGIN

## Build a competitive & profitable **PRICING** strategy

- Make Regional or Global Retail Price Analysis
- Recommend Pricing & Margin Model by Business Model
- Build Coherent Multi-currency Pricing Strategy
- Improve Sales Programs & Conditions



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# PRODUCT

## Adapt **PRODUCT** offer to make it relevant for International

- Identify Growth Drivers by Product Category | Segment
- Transform Product Features Into Sales Arguments & Consumer Benefits
- Propose Actions to make your Product Line more Global
- Develop Smart SMU Strategy to Optimize Market Shares & Revenue



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# GoToMarket Process

## Define Strong **GoToMarket** Plan

- Set up GoToMarket Process cross-functionally
- Define Strong and Impactful GTM Plan
- Build Attractive GTM Presentations for Sales Teams & Customers
- Implement and Manage GoToMarket process internally



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# ORGANIZATION

## Develop & Transform internal **ORGANIZATION**

- Build | Recruit | Train Domestic & International Sales Teams
- Recommend Organization for Direct and Distributor Model
- Help Setup of Foreign Subsidiary in strategic Markets
- Educate & Coach Mid-level Management on International



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## Contact Information

### **READY TO TAKE THE NEXT STEP?**

#### **LET'S DISCUSS YOUR SITUATION AND NEEDS**

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