

# INTERNATIONAL BUSINESS EXECUTIVE – SALES & LECTURING

Direct & Channel Sales Animation, Business Development, Key Accounts Management (B-to-B)

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### PROFESSIONAL - SALES - BACKGROUND

Since 2014: **GENERAL MANAGER (PALAUA SARL® a.k.a. Add-Wise Conseils®)**



- **Consulting Company** focused on International Business Development, for SME/SMIs, operating in Business-to-Business areas.
- Post- and Under- graduate students' **Teachings** in International Business Operation, International Market Analysis, Strategic Management, Supply Chain Management, Business Development, Geopolitics, Sales and Business Development (MBA), in **English/French**, with full- or part- time, initial- or executive- students  
➢ EM Grenoble, BSB Lyon, ESSCA Lyon, CESI Lyon, ESDES Lyon/Annecy, EKLYA Lyon, ECEMA Lyon, IFAG Lyon, CCI Annecy...

2006-2013:



**DIRECT & CHANNEL SALES ANIMATION**

- Frequent **Customers sales visits** and country sales tours, with frequency depending upon the Size and Potential of each category (A, B, or C) of customers. Company presentations, products demonstrations and loans, business analysis and reviews, forecasts, terms and conditions, working frame agreements.
- **Joint customers' sales visits** with Sales Forces of sales agents, as a product specialist or a sales manager. In the field SF sales and product training, coaching and supervising.
- **Dealers' sales training**; Market segmentation, Sales potential identification keys per Area, Product Unique Selling Points, Features & benefits, Competitive analysis, Company SWOT tools, Business reviews.
- **Sales Forecasts**, Focus area, Pareto, Past sales figures analysis and projection, Reporting, Customer Database management, Risk Management.

2006-2013:



**BUSINESS DEVELOPMENT**

- **Initial sales visits** and/or phone-mail contacts to all company's past accounts, Feedback analysis and path to progression, Identification of key customers, current or to come.
- **Sales Network** rebuilding with market segments and geographical appropriate coverage, following period of time without sales management.
- **Database management**, Trade fairs attendance as a visitor, Exhibitor at selected professional trade shows, networking within and across the business field.
- **Market surveys**, segmentation and analysis, contact and networking with Movers and Shakers.

1995 & 2006-09:



**KEY ACCOUNTS MANAGEMENT**

- Sales visits with **Management & Business presentation**, Customers "red carpet" visit at factory, Project team visits and/or setup, After Sales follow-up from order confirmation, logistics, deliveries, warranty.
- Customer specific **working frame agreements**, Distributor's Meeting, Technical products training, Combi offers with in-house and on-the-shelves products and solutions, Multi-companies sales agreement,
- Technical and Commercial answers to **tenders**.

1995:



**INSTALLED BASE MANAGEMENT**

- **Co-Management** with Key Accounts Managers of large accounts, with focus on "smaller" deals and segments, Pareto analysis, Pipeline analysis, forecasts, and dual reporting.
- Marketing campaigns **follow-up** by phone and/or mail, special offers and ad-hoc sales challenges, database analysis and reviews.

### FOREIGN LANGUAGES

- French:** Mother tongue,  
**English:** Fluent (first professional language). **TOEFL** (2008): **643/677** (top 5%), **TOEIC** (2016): **970/990** (top 3%),  
**Danish:** Fluent (second professional language). "**Dansk Prøve 3**" obtained,  
**Italian:** Good academics level,  
**Spanish:** Fair verbal/written understanding level. Languages school attended in Barcelona 2013. **Level A1** (DELE),  
**EDP:** Advanced MS-Office Pack, Desktop Publication Software, Web Sites Management. CRMs.

### EDUCATION

- 2021:** **Doctorate in Business Administration (DBA)**, with the **International School of Management** (Paris).  
Dissertation: "*Perenniality of established Born Globals - A multi-case study*",  
Doctoral exchanges with **China** (**Fudan** University - Shanghai), **India** (**Amity** University - New Delhi),  
**Brazil** (**HSM Educação** - Sao Paulo), **South Africa** (**University of Cape Town/GBS** - Cape Town),  
**1994:** National **Military Service** (10 months) in the French Navy, based in Cherbourg (Normandy),  
**1993:** **Grenoble Graduate School of Business (GEM)**, with industrial marketing as a main,  
**1990:** **2-year educational level** with focus on technical and business education, in mechanics,  
**1988:** **Technical A-levels**, in mechanical constructions.

### LEISURES

Intensive travelling for the last 25 years, with about 49 countries visited to date, on all 5 Continents  
Outdoors sport activities (running, mountain biking, golfing, snowboarding ...),  
Former Responsible for the local "Virades de l'Espoir" (« walks of hope ») » Cystic Fibrosis Association.