The Varanda Network
Invest. Trade. Partner.

The Varanda Network connects academia, industry, government and civil society to advance innovation and create economic opportunity.

Driving your business toward global growth

An extension of your team
Align business development activity with your brand, products and corporate vision.

Focused market outreach
Connect with qualified buyers through targeted research and relationship building.

Continuity & insight
Keep customer knowledge, market intelligence and progress connected to your team.

INTERNATIONAL BUSINESS DEVELOPMENT

The Varanda Network partners with your company as an extension of your brand and business model to drive growth.

Expand your business development capacity with support in:

- **Market analysis & sales strategy**
  Review or develop market and competitive analysis, with sales objectives and tactics to guide execution.
- **Product knowledge & alignment**
  Work with your marketing and technical experts to understand your products and align with your corporate vision.
- **Sales pipeline development**
  Build a systematic, sustainable lead pipeline with prioritized in-market activity and experienced sales support.
- **Buyer identification & qualification**
  Identify, qualify and assess potential buyers by understanding market needs, challenges and barriers.
- **Consultative selling**
  Position your products and services as solutions through a customer-focused approach and meetings with senior decision-makers.
- **Customer knowledge & CRM**
  Transfer relationship knowledge and data to your team and CRM, or provide access to our CRM without licensing, training or maintenance costs.
- **Ongoing communication**
  Maintain effective communication to review progress, respond to your needs and keep business development activity on track.
- **Funding opportunities**
  Identify and help access government grants and funding for business development consulting.

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