



SOPACO is a consulting company focusing on:

- Marketing
- Sales Training and Coaching
- Strategy
- Organisation
- Development of new markets



***your partner for market
success***

Owner

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more than 35 years of experience
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the 4P + concept



„getting customers“

A simple definition of what a company needs in order to be successful! The Marketing-Mix describes in detail, how the elements Product, Price, Place and Promotion need to be applied.



In addition to the well known 4P's, the **4P +** concept also includes the following elements:

People

Performance

these two elements form an important part of the **4P +** concept

„Man at the center of attention“

People

It is essential to have well trained and motivated employees. This is the precondition for developing unique products and for selling them successfully.



SOPACO offers tailor-made trainings for people in Marketing, Sales and R&D. In addition, we also coach individual employees. Be faster and more successful with well trained employees!

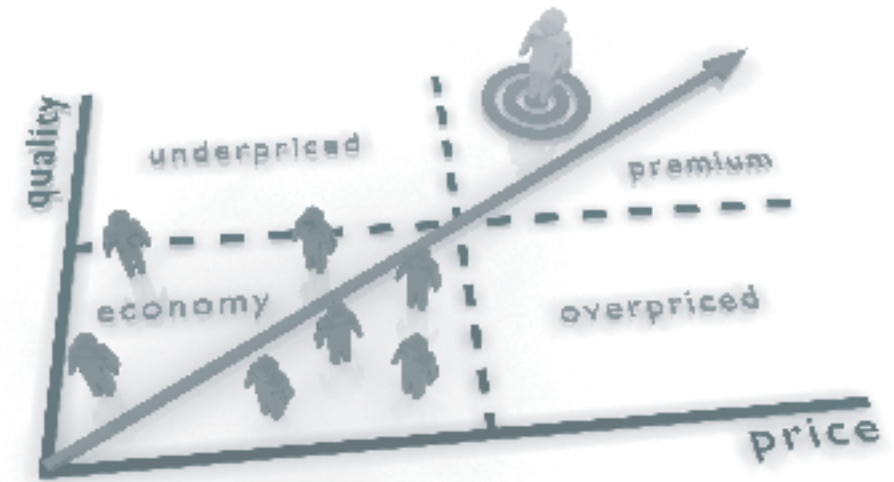


„The product - your signature“

Your product needs to fulfill the market needs. Therefore it is essential for your company not only to know the market and your customers, but also to have a good knowledge about your competitors. Taking into consideration that product-life-cycles are getting shorter and shorter, the entire product innovation process needs to be strengthened.

SOPACO offers a tailor-made innovation concept. Based on the analysis of the market and the competition, new product ideas are being developed in internal workshops.

Product



„The price - the countervalue for your product and service“

Price / Performance

Sounds simple and logical but it is often underestimated! Managers typically expect from their sales people that they are able to negotiate highest prices, even though their company's products and services do not fully cope with the market requirements.



SOPACO supports you in order to understand the market and customer requirements and to define the appropriate product and service portfolio.

At the same time, the highest possible price will be evaluated..



„Place - where you get your successes or flops“

Well trained employees, powerful products, adequate services and the highest possible price are key for the success of your company. However, nothing goes without having an efficient sales organisation.

SOPACO supports you with:

- setting up a successful key account management
- setting up your external distribution organisation (eg export)

Place

„Promotion - communicate the good things you do“

After having trained your employees, optimised your products and services, defined highest possible prices and organised your sales organisation, you just wish to let your customers know about it!

SOPACO offers the following supports:

- organisation of exhibitions and fairs (also internal events)
- optimising your promotion materials and campaigns
- creating your website

Promotion

