

Executive's Mission

A World Where Quality Products Sell

In a nutshell, our mission is to create a world where quality products sell. That sounds obvious, doesn't it?

But in our world today, it's not quality products that sell. It is the products of companies that are good at marketing.

We want to create a world where well-made products sell well.

But here's the issue...

It takes skill to make products. But just as much skill is needed to sell them.

Our company has been doing this job for 14 years, and we have those sales skills.

It's hard for small and mid-sized companies to succeed at both making products and selling them.

Companies work hard at making products, but neglect sales. Or sometimes vice-versa.

So, we want to help companies with superior skills partner with sales specialists like ourselves, creating a world with both strong products and strong sales.

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There is a Yokohama-based company that manufactures and processes glass.

We learned that this technology-focused company can process sheets of glass over 10m in size. It seems nothing special to them, but probably only a few companies in Japan can do that.

It is a company with advanced technology, an HQ in Yokohama, and an impressive plant in Fukushima.

But since its president and senior managing director are both technology specialists, the company is not very strong at sales.

So, we talked to the company and now help with its sales and sales promotion.

Executive's Three Services

1. Securing prospective customers

Companies that find sales hard typically find it hard to meet new customers.

But when they finally do meet customers, they can properly explain their technology.

So, the first service we offer is securing prospective customers, i.e. setting up business meetings with brand new potential customers.

2. Regularly contacting prospects

It would be great if all business meetings led to orders, but it's not that easy.

Once a potential customer is found, regular contact is needed until a specific need arises. But that's harder than it sounds.

Our second service is regularly contacting prospective customers to ask if they have any issues that our clients can provide solutions for.

3. Website design and attracting customers online

Nowadays people use the internet to find companies or services they are looking for, not just telephones.

Executive can take complete care of website creation and attracting customers online.

Why is Executive's sales activity so effective?

Being right there when the customer has a need

Ideally, you want to call a customer just as he realizes he has a need. That's being right there all the time.

But when will he have a need? Of course, we aren't mind-readers, so we don't actually know.

Instead, we use what we call "sales asset management" .

We record everything. For example, we might call a prospect and although he doesn't have a need now, we realize that he might a year later.

Information like this from prospects is our collected "sales assets" .

If the customer mentions that he'll have a need during the summer, we call him before the summer, "just at the right time."

That's being right there when the customer has a need. And that's Executive's special strength.