

Markets do (not) wait for you

Consultative selling bridges
new business in Life Sciences
from cradle to performance



The Commercial Bridge
for Life Sciences

In touch

We help your business to develop as it deserves.



“ So many excellent products and services could create a step forward in the Life Sciences market. Many of them come from innovative young companies with fresh thinking. What happens when they get in touch with established markets and tough competitors?

“ What kind of adaptable service model are you looking for?

What kind of increased professionalism in accessing your target industries could liberate your development?

How long do you want to make your experiences before your business development takes off?

Cobri's service concept has proven the balance of being adequately linked to established market players and yet feasible and flexible enough for flourishing and dynamic new businesses. In other words, I love the challenge of enhancing the quality of the Life Sciences industry with good – though not yet established – solutions.

Modern economies have speeded up development processes from year to year. The pressure and need to recruit highly experienced personnel to fill every position in the launch process for products and services has become a crucial – if not to say essential – factor to succeed in marketplaces like biotechnology or diagnostics. Thus the functions of “sales, marketing, coaching” are not something that startups or medium-sized businesses should leave to semi-professional approaches by, for example, their R&D experts. In the years to come, this acceleration of product cycles is expected to become stronger and stronger due to new communication technologies, new learning methods and new information processing.

The owner of cobri has developed a strong sense of this acceleration and proven in the meantime how to adapt to this process. cobri transmits and delivers this experience and professionalizes this evolution.

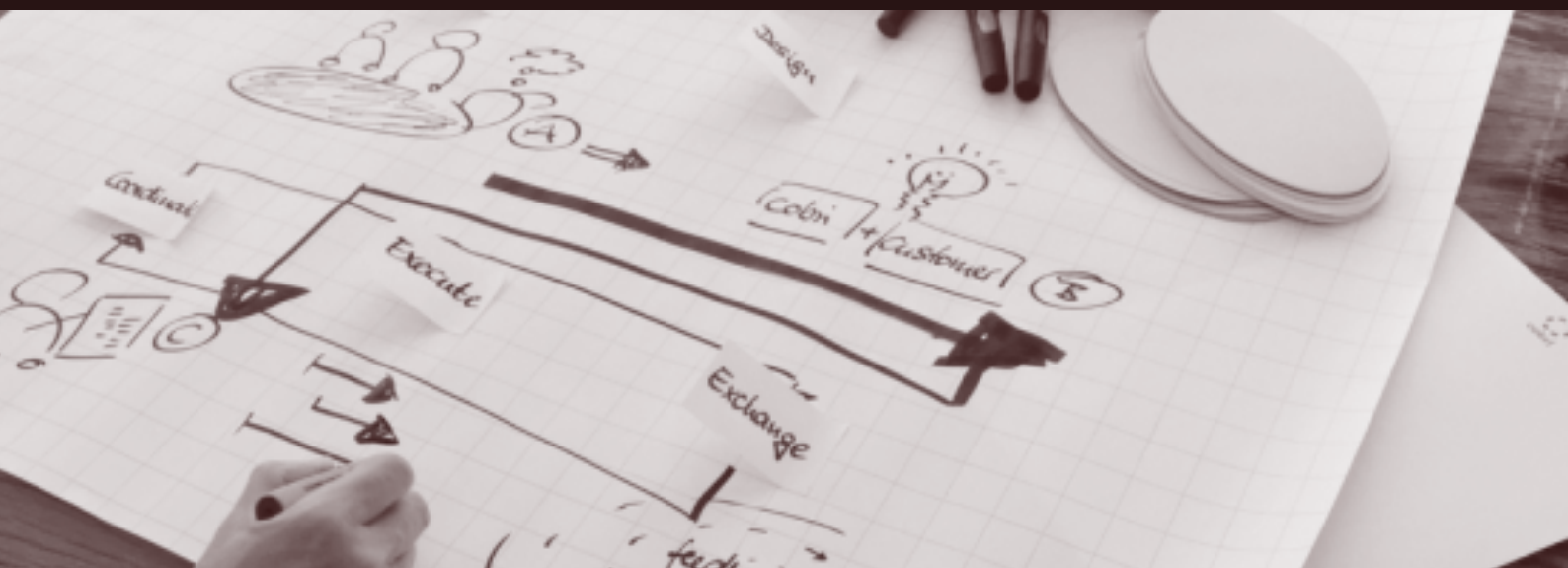
Sales and marketing on demand by cobri has closed a gap for entrepreneurs who have the need for hands-on services and want to benefit from more than two decades of networking in their target groups. In the “Life Sciences market”, in particular diagnostics, health care and bioinformatics, cobri facilitates sound business development for B2B products and services in the European market. Silke Schneegans, the owner of cobri, has an innate understanding of the extraordinary opportunities and difficulties in German-speaking regions. cobri designs the pre-sales process for customers, all the way from market analysis during the innovation process to the creation of an independent sales and marketing force.

The business model is a mid- to long-term market development service. The services of cobri work in a highly integrated and yet independent way. It thus adapts openly and flexibly to a multitude of innovative technologies and service providers in Life Science.

**Warm regards,
Silke Schneegans**

More than business

Services from human to human.



Visionary work comes to life when cobri contributes to your excellent R&D of premium products and services. Winning the appreciation of managers in clinical diagnostics requires drastic and innovative action in a conservative environment. cobri sees things from the customer's perspective due to its pragmatic approach, while customer startups continue to invest in their scientific foundations.

Short cuts in market approaches are an advantage of cobri as it has connections to managers in the market who trust in reliable, honest and committed relations from human to human.

Field tests are challenges for inexperienced marketers. cobri has the know-how, the know-where and the know-when-with-whom. Reliable relations.

Passion for excellent services is not rocket science. Rather, it is constant attention to what works combined with innovative service approaches. You can remain focused on your excellent products and services. cobri focuses on bringing them to customers that value them by means of thriving and sustainable business developments.

Feedback and feedforward makes you aware of what conditions you face in your markets. We keep you comfortable in your cockpit. Use that accelerated learning curve.

Training and coaching make you grow your potentials and thrive in addition to your short-term business success.

Consultative selling is the answer to complex premium product sales processes. Our experts were using this approach before it became popular in diagnostics.

Open worldviews empower cobri to link to various cultures, nationalities, professions, languages or preferences of values. In practice we know that this is the key to the adoption of solutions, such as appropriate pricing models or marketing communications.

Mutual trust has always been the life principle of our work. Appreciation at its best.

Transforming

Ways to link with complex markets.

The complexity of diagnostic products and services has increased step by step. Up-and-coming new companies and future developers have a fresh and dynamic way of thinking. Meanwhile most of the buyers are still operating from traditional structures of hospitals or upcoming industrializing lab chains. These two mindsets are often a source of misunderstanding. cobri has developed robust and unique approaches in order to bridge this gap.

Agile

In small niche markets the development of new products can no longer wait to run through extended and sophisticated market studies. The innovations of the 21st century, e.g. in biosciences, need to be co-innovated between users and developers. Startups therefore need to gain access to established users in their target groups. Agile innovations focus on building the market contact and on instant feedback for the further refinement of the product. cobri has trusting relations in the target markets, enabling it to conduct workshops for new creations, to exchange information, to set up evaluation tools and to mirror back directly honest comments.

Time to market is crucial in the niche market of advanced diagnostics. Winning early adopters and references for premium products and services will focus on the German-speaking market as there are many advanced customers in that territory. Addressing these segments in Germany will create a solid basis to achieve a sufficient return-on-invest in the roll-out phase of early adopters. The agility of the business development increases as a result. Startups need these resources and cobri builds the bridge of trust and curiosity with smart and experienced managers. If you lack the business acumen to launch an innovative product or concept, we will partner you in the design of your pre-sales process, from market analysis during the innovation process to the creation of an independent sales and marketing force. A network of business stakeholders is available.

“ We focus on 21st century agility of your R&D and business development in leading European markets.

Connecting

Business development needs tools for “creativity” and for “building trust”. cobri uses state-of-the-art methods. Premium workshop designs and moderation skills create a uniquely welcoming atmosphere for participants. This generates a strong foundation for sustainable contacts between customers and producers.

cobri can do this as we are open-minded and have a wide worldview that embraces many different professions, cultures, values and life styles.

“ We bring together complex mixtures of people, organizational needs, phases of innovation cycles and technologies. *The Commercial Bridge for Life Sciences*

Transferring

Our experience and expertise is in the clinical diagnostics, food safety and bioinformatics markets. These niche markets need a premium sales approach: consultative selling. We will prepare you for your future marketing and sales by training you and your team in suitable practices and techniques, sharing all deliverables needed for your future success.

“ In the beginning we help you to sell your innovative products. And we make you understand the rules of the market niches.

We enable you to learn. And, last but not least, we integrate you in a network of international Life Sciences Business.

Lasting relations

The owner **Silke Schneegans.**



Premium Sales

Silke Schneegans is the founder of cobri and has an entrepreneurial mindset. Extensive sales experience in different Life Sciences market segments such as clinical diagnostics and the food & beverage industry contribute to her significant expertise in effective solutions in premium sales operations and business development. She has a natural ability to initiate, analyze and conduct sustained relationships with empathy and trust.

In 1986 she started her career as a medical technical laboratory assistant in the clinical diagnostics for hospitals and universities. Silke switched to the research and diagnostic market at Bayer AG for 6 years.

Besides the research work she studied business administration. At a US-based startup company in Palo Alto CA, which dealt with international projects for genetic diseases, Silke moved to her next level of B2B communication and was active as an international project manager.

Since 2004 she has focused on business development challenges, e.g. Cepheid, Labor Dr. Stein and Oxford Immunotec. She was able to convince the most relevant Key Opinion Leaders (KOL) for different markets. In her last position at Life Technologies / Thermo Fisher Scientific she gained deeper insights in her role as the European and Middle East / Africa Key Account Manager of Food Safety products.

Silke is an entrepreneur with passion. With more than 26 years experience in the EMEA market, she is a competent communicator at all levels and a result-driven professional with strong negotiating and influencing skills and with an extensive network.

Food Safety

Food Safety-“Das Bierlabor”: Implementing a sales structure for a niche product

Silke was the business development manager for a “beverages” niche market inside a big human diagnostics service lab. The CEO had the vision to use all the departments within his company for a new market “analysis of beverages”. Silke built up a brand new structure within the service lab in order to integrate all the involved departments. She achieved a strong position for the Bierlabor within the international beverage market. She focused on customer needs, which enabled her to identify coherent solutions.

Within one year, her engagement resulted in the establishment of a sustainable business.

Clinical Diagnostics

Oxford Immunotec “T-Spot TB Test”: Challenging a gold standard

Oxford Immunotec is a global diagnostic company committed to improving patient care by providing advanced, innovative tests of immunology. As a Key Account Manager, Silke was responsible for launching a tuberculosis test in the clinical market. To strengthen the company’s position against the standard method, Silke initiated tuberculosis projects in order to gather data and connect the R&D with KOLs. Scientific partners helped to accelerate the development.

It was only by integrating marketing, sales and business development that she established the new method against the market’s standard method.

Cepheid “MRSA”: Market introduction against all odds

Cepheid is a leading molecular diagnostics company that is dedicated to improving healthcare. Silke’s role was to raise awareness of MRSA in the German-speaking health care market.

She built a network of Key Opinion Leaders from scratch in the market and was able to convince the biggest cardiology clinics.

She managed to build up strong relationships and established the test in a reluctant and, at that time, indifferent clinical market.

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