

# Corporate Overview



# Corporate Overview



- **Mission**
  - Hidalgo Sales Consulting helps companies access global markets and overcome globalization problems in the software, telecom and high-tech industries
  - Focused on sales consulting services
  - Broad international experience and customer network in the software, telecom and industrial markets
- **Customers in several countries**
  - Helped customers from several countries expand international sales, penetrate key accounts, build result-oriented sales channels, improve sales processes, revamp sales strategies, enhance sales win rates, find investors, and sign OEM agreements
  - Clients include software companies, leading wireless and network equipment suppliers, monitoring & test instrumentation manufacturers, and industrial services providers
  - Head Office in Escaldes, Andorra





# About Us

- Hidalgo Sales Consulting was founded in 2007 by Juan-Felipe González, a seasoned sales executive
  - Juan Felipe was Senior Vice-President of Global Sales for iBwave from 2012 to 2016. He was responsible for the creation, development, and execution of sales strategies worldwide. Under his stewardship, the company consistently grew revenue in excess of 30% per annum by winning major international telecom operators as customers and further penetrating existing domestic and international accounts.
  - Prior to joining iBwave, Juan Felipe was Executive Vice President of Sales at IRphotonics (acquired by Thorlabs) and Vice-President of Sales at Avera Technologies. Previously, he was Vice-President, Global Telecom Sales for EXFO (Nasdaq: EXFO). Juan Felipe spent 15 years at EXFO.
  - Born and raised in Spain, Juan Felipe holds a B.Sc., honors in chemistry, from Complutense University, Madrid, Spain, and an MBA from the School of Industrial Organization, Madrid, Spain.



# Our Customers





# Strategic Services

- Hidalgo Sales Consulting's strategic services help companies improve strategic sales planning processes and develop more productive sales organizations to increase profitability
  - Provide strategic and international sales guidance
  - Develop global sales plans aligned with corporate strategies
  - Design global key account strategies to maximize revenues
  - Recruit, build and coach competent sales teams
  - Help companies establish sales compensation plans to drive revenue and profitability
  - Perform complex and executive sales training
  - Give guidance in sales contracts negotiation





# Operations Services

- Hidalgo Sales Consulting offers several services aimed at improving sales and procurement processes. By becoming more cost-efficient, companies boost bottom lines
  - Offer advice to develop new markets
  - Select global result-oriented sales channels and partners
  - Identify and negotiate OEM agreements
  - Create efficient sales opportunities and forecasting management tools
  - Assist in CRM selection and implementation



# Summary



- Hidalgo Sales Consulting helps companies deal with business issues in this global economy
  - We offer tailored solutions to your globalization problems.
- Hidalgo Sales Consulting holds over 30 years of experience in strategic sales management
  - We help companies develop global sales plans aligned with corporate strategies and improve their sales processes and results.
- Hidalgo Sales Consulting is versed on international markets and can help companies reach potential sellers and buyers
  - We help companies expand their sales activities by selecting global result-oriented sales partners and increasing customer base
- Hidalgo Sales Consulting helps companies become more cost-efficient to boost bottom lines
  - We provide efficient sales management tools and train sales forces in complex and executive sales to overcome procurement tactics to reduce value





## Hidalgo Sales Consulting

Dels Paraires, 8 Suite #401  
AD700 Escaldes  
Andorra

E-mail: [info@HidalgoSales.com](mailto:info@HidalgoSales.com)  
Tel: +376 680 888