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How to successfully enter the Danish market
Presentation of Frederik & Mads
8+ years experience with B2B sales in Denmark
Experience with cold calling, sales presentations, sales strategy, and sales consultancy
Founders of Syncopa who helps businesses with B2B sales
Syncopa
Your Gateway to Danish B2B Success

Understanding the Danish Business Landscape

Denmark presents a robust and attractive B2B market for international companies.

- **Strong economy** with a focus on innovation and sustainability.
- **Strategic location** in Europe, serving as a gateway to the Nordic and wider European markets.
- **Known for its transparent business environment** and high levels of digitalization.
- **Offers a stable and predictable market**, conducive to long-term business relationships.

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Danish Culture and Business Etiquette

Understanding Danish culture is crucial for successful B2B interactions.

- **Danes value honesty**, directness, and punctuality in business dealings.
- **Communication is typically straightforward and efficient**, avoiding unnecessary formalities.
- **Decisions are often made collaboratively**, emphasizing consensus and mutual respect.
- **Very low hierarchy** and easy to get in touch with C-Level decision makers

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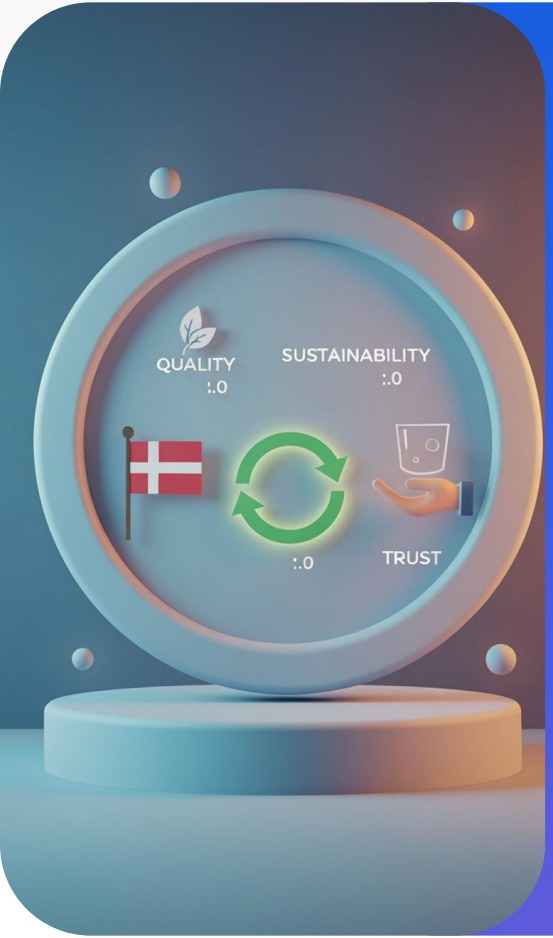
Key Industries in the Danish B2B Market

Denmark has several leading B2B sectors:

- **Technology:** Advanced IT solutions, software development, and digital services. Key Companies: Systematic, Netcompany.
- **Manufacturing:** Large production sites with multiple locations: Key Companies: Grundfoss, Danfoss.
- **Renewable Energy:** Wind power, energy efficiency, and sustainable technologies. Key Companies: Vestas, Ørsted.
- **Pharmaceuticals:** Drug development, medical devices, and healthcare solutions. Key Companies: Novo Nordisk, Lundbeck.
- **Food and Agriculture:** High-quality food processing, agricultural technology, and sustainable farming practices. Key Companies: Arla Foods, Chr. Hansen.

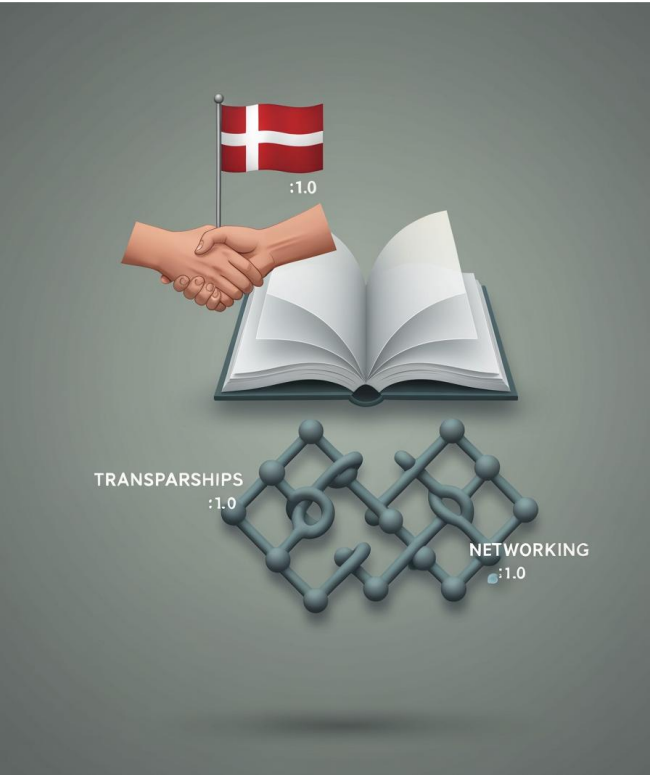


Company Behavior in Denmark

Danish companies have specific preferences and behaviors.

- Value **quality**, **sustainability**, and **innovation** in products and services.
- Exhibit a high degree of **brand loyalty**, but are also open to new and innovative offerings.
- Prioritize **trust** and **transparency** in their interactions with businesses.

Building Relationships with Danish Businesses



Relationships are key in Danish business culture.

- Focus on building **long-term partnerships** based on **trust** and **mutual benefit**.
- Invest time in getting to know your Danish counterparts on a **personal level**.
- Attend **industry events** and **networking opportunities** to expand your professional network.
- Communicate **regularly** and **transparently**, addressing any concerns or issues promptly.

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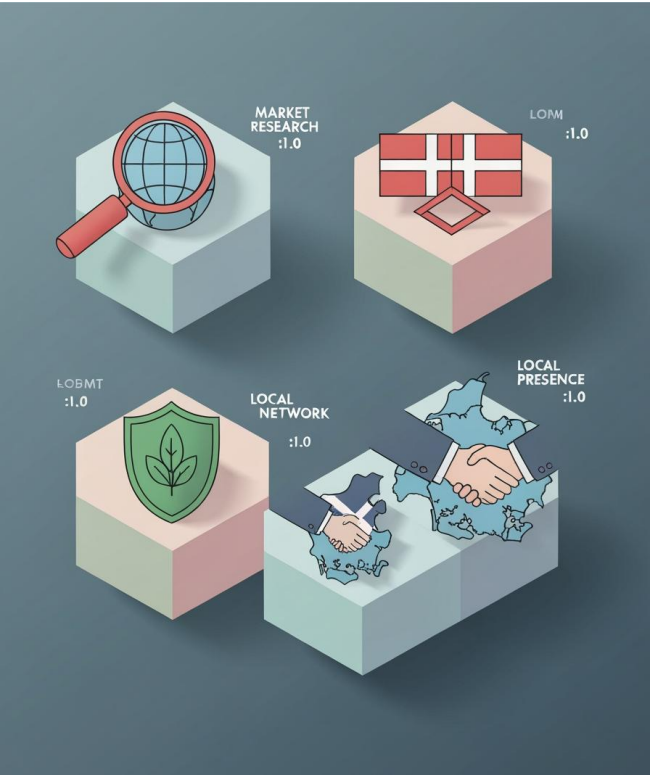
Entering the Danish Market: Key Steps



Entering Denmark successfully means planning carefully. Here's how:

- **Market Research**: Know your opportunities and competition.
- **Local Partners or references**: Build a network for easier market access.
- **Compliance**: Follow Danish laws (environment, labor, etc.).
- **Local Presence**: Show commitment with physical meetings

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Utilizing Tools for Market Penetration

Tools enhance market penetration.

- Have the right **CRM** system for leads, follow ups and structure of the sales
- Have direct number and mails on the people you would like to target
- Meeting booking is well known and used in **Denmark**
- Call from a danish number

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Challenges in the Danish B2B Market

Be aware of potential challenges:

- High level of competition from established domestic and international players.
- Language barriers, although English is widely spoken, Danish proficiency can be an advantage.
- Complex regulatory environment, requiring thorough understanding and compliance.

Best Practices - Dos and don'ts

Best Practices - Dos and Don'ts:

- **Communicate on a personal level** and do not use generic marketing campaigns
- **Do not be afraid** to talk to the decision maker, do not waste time on prospects who do not matter
- **Sales is the key** and should be the main focus - marketing is a support function to sales
- **Have a CRM system** and a strategy. Do not use excel, post-its and similar, and have a clear view of the sales process before you start

Key Takeaways for Market Success

In summary:

- Understand **Danish** culture and business etiquette.
- Focus on building strong relationships based on trust and transparency.
- Use tools to enhance market penetration.
- Be prepared to invest time and resources in building a long-term presence in the market.
- *Syncopa is here to help you navigate these challenges and achieve success in the Danish B2B market.*

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Questions and Engagement

What questions do you have about the Danish B2B market?

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