

# SMARTER LIMITED

An international brokering, business mentoring and professional services company

# Smarter Limited

Established in 1990, **Smarter** was originally created to assist senior executives meet fluctuating demands for professional expertise and resources, by providing business consulting solutions and effective interim operational management.

Today, **Smarter** continues to operate at the very heart of change, helping busy executives and owner/managers manage gaps in their organisation's skill base or resource availability. Using our wide and extensive experience, we are able to quickly understand and rapidly identify the problems clients are confronting in their business, and provide robust solutions, in order to maximise business potential and improve performance.

## WHAT WE DO

Smarter operates through three distinct divisions:

- Smarter International Brokering
- Smarter Business Mentoring
- Smarter Professional Services

## Smarter International Brokering

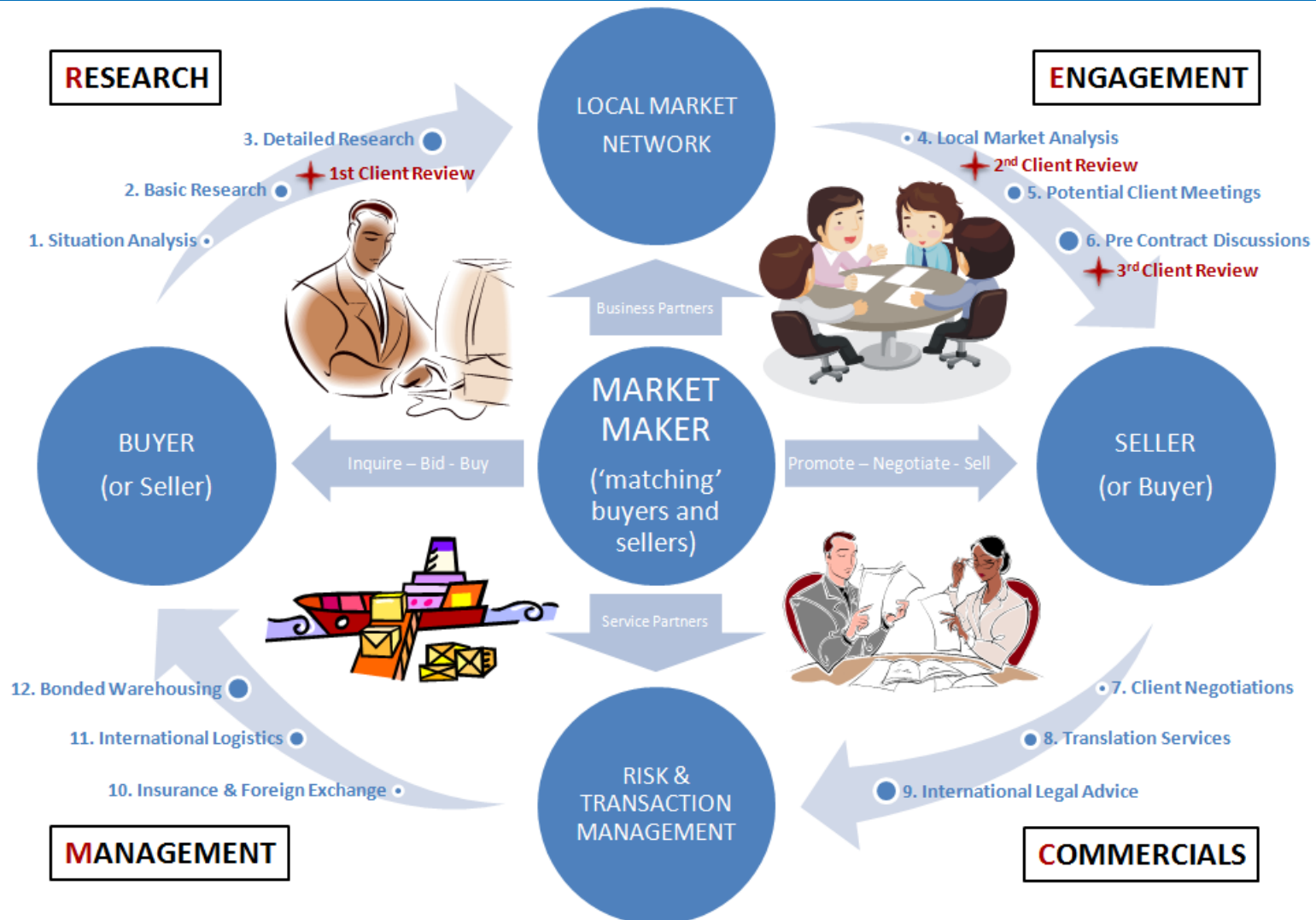
**Smarter** focuses on Vertical Marketplaces. Having negotiated and closed numerous deals in the past, **Smarter** helps companies secure the critical skills and distinctive competencies needed to manage the challenges and dynamics of international trade; by 'matching' and/or representing buyers and sellers.

**Smarter** combines proven business experience, across many sectors, with extensive local market knowledge to help entrepreneurs and investors get the right deal.

Our Services include:

- **SmartBuy™** - matching and connecting a seller, for a buyer.
- **SmartBuyPlus™** - matching a seller, for a buyer and, negotiating on behalf of the buyer and/or providing added value services to the buyer.
- **SmartSell™** - matching and connecting a buyer, for a seller.
- **SmartSellPlus™** - matching a buyer, for a seller and, negotiating on behalf of the seller and/or providing added value services to the seller.
- **Added-value services** - working with its partners, **Smarter** also provides a range of additional services, including: commercial negotiations; translation services; international legal advice; risk & transaction management; insurance & foreign exchange; international logistics and bonded warehousing.

# Smarter International Brokering: *The Dynamics of International Trade*



## Smarter Business Mentoring

As an approved member of the **Association of Business Mentors**, *Smarter* draws on extensive commercial and financial knowledge, and experience from Corporate and SME operations, to support and encourage business managers and owners to grow, develop and succeed in their sphere of business.

As such, we help our mentees find the right direction and develop robust solutions, in order to maximise their business potential and improve their business performance.

Our Services include:

- Building Networks & Teams
- Business & Marketing Strategy
- Business Development
- Business Growth & Expansion
- Business Planning & Goal Setting
- Developing New Products/Services
- Finance & Administration
- Finding New Customers/Markets
- Products & Services to Market
- Relationship Management
- Setting up in Business
- Start-ups

## Smarter Professional Services

Competition for business has become particularly fierce in recent years. Industry consolidation and convergence prompted by corporate mergers and fast-paced technological advances; along with the effects of the changes in global trade and the global economy, have changed the rules of the game.

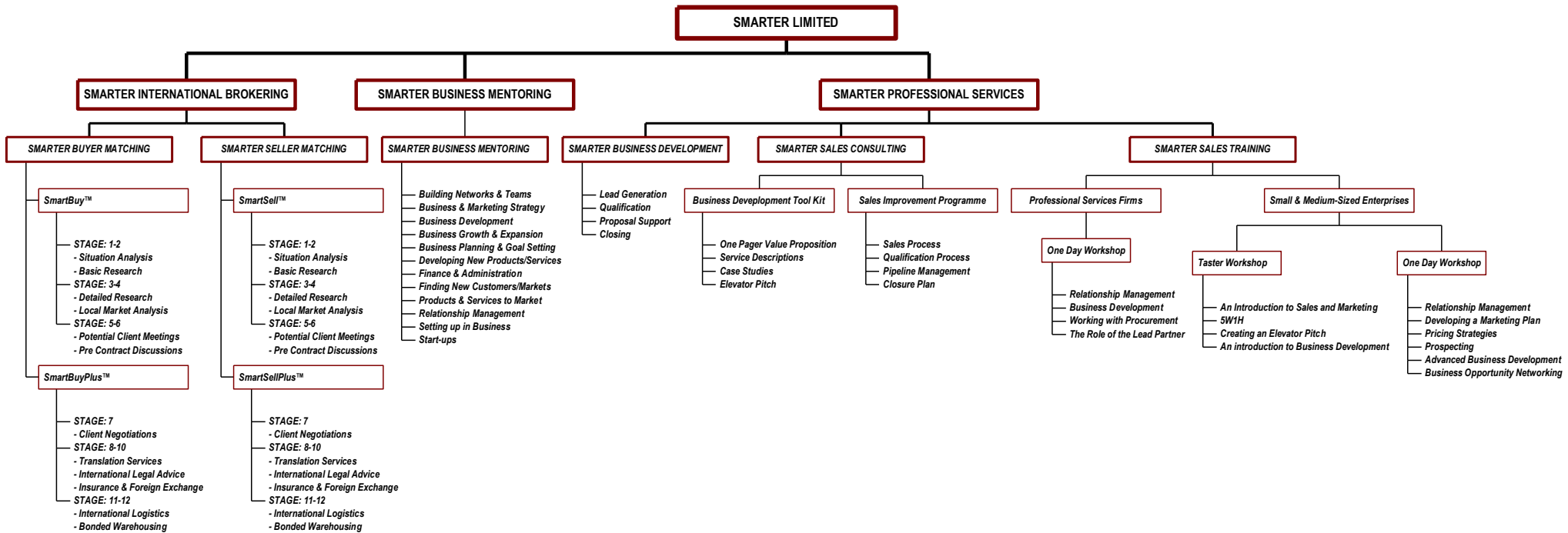
**Smarter Professional Services** offers professional advice and interventions to clients who lack the key resources, experience or skills within their organisation, through three service lines:

**Smarter Business Development** leverages experience from working with some of the largest and best-known companies in the world, across many sectors and international markets. We show how to identify and close deals and how to work with 'C' Level Executives and professional procurement departments.

**Smarter Sales Consulting** brings a wealth of professional services “on the job” rainmaking experience to a client to help transform their sales effectiveness and sales success; providing the experience and insight needed to develop effective sales strategies and supporting business models and, sales improvement programmes.

**Smarter Sales Training** run a series of training interventions to help improve participants' business development skills, tools and confidence, in order to win and retain more long-term business that is underpinned by strong and stable business relationships.

# Divisions & Service Lines



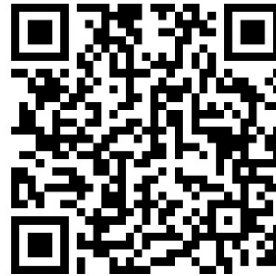
## Our Contact Details

### Smarter Limited

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Smarter Limited is an international brokering and professional services company.

Smarter also trades as:

*Smarter Business Brokering™*

*Smarter Business Mentoring™*

*Smarter Professional Services™*

*Smarter Business Development™*

*Smarter Sales Consulting™*

*Smarter Sales Training™*

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