

## Why British companies fail in catching French clients

Your products/services are successful in UK..... but not in France  
Here are the main reasons:

### French consumers

- never look for a product /service on the web.uk
- never call an English phone number - they simply speak French !-
- never send an order to an English company based in UK

---

### To break into the French market quickly and efficiently ASK and PROPULSION propose to you a complete " attack" kit including:

- A website written in good French language , with a French look whose address ends in .fr and hosted in France.
- A French dedicated phone number with a French assistant answering in French
- An address in France which can receive orders for you

**All at a very competitive price.**



### How to penetrate the French market ?

You may have thought that to penetrate the French market you will have to go step by step: find a list of potential customers, translate your brochure, send the French brochure to the list of leads, then call them (oops in French!), organise a visit to France, gain first orders ; when the results begin to be acceptable, look for an office in France, recruit a French manager....

### Forget about this and directly choose the ASK/Propulsion Solution

So simple  
so efficient  
so economic  
so cost effective

Our office in the UK will help you to achieve all this and will be your local contact.

## When using the ASK/Propulsion solution you will get :

- **The French savoir faire** (only French people can sell to French people) see how it is difficult for a French salesman to sell French products to us (except maybe wine or champagne). Our French team will make presentations of your product acceptable to French customer and will advise on the way of distribution.

- **A real presence in France.** That will make the difference. We will provide you a French address, a French website and a French tel number with a French assistant, all of this under your name. A real presence in France from the start of your conquest but at a very attractive cost.



## You already have an English e-commerce website ?



- We'll do a similar French e-commerce website
- Promote it to the French customers
- Get for orders and payments for you

Eric CHURET  
LONDON  
Tel : (44) 207 243 6455  
Email: eric@tailoredtime.com  
www.tailoredtime.com

**Propulsion**  
l'expertise commerciale

Jean-Pierre ROSE  
FRANCE  
Email: info@propulsion3000.com  
www.propulsion3000.com

## To break into the French market



## The new practical method