ZEPHIR

COMMERCIAL GROWTH FIRM

Access to decision-makers in your markets.

Firm overview, prepared for your leadership team.

2026 · zephir-consulting.com

THE FIRM

From market intelligence to introductions.

We work with industrial companies, distributors, service firms and technology vendors. Together we define the markets and accounts to target, then we open the conversation with their decision-makers. Your teams keep the sale, the negotiation and the signature.

Sector exclusivity

We never work for two direct competitors in the same market.

Confidentiality

Your accounts, figures and our discussions stay between us.

Weekly steering

Every week, the accounts approached, the replies and the confirmed meetings.

Qualified meetings

Relevant account, right contact, real interest and timing checked before hand-over.

IN FIGURES

A data and AI infrastructure run in-house, checked by our analysts.

2M+	375,000+	30,000+	600	€17M+
Decision-makers mapped	Decision-makers approached	Responses from decision-makers	Programmes delivered	Open commercial potential

METHOD

A structured process, from scoping to meeting.

At any time you know which accounts were approached, who replied and which meetings are confirmed.

01

Scoping

Your offer, your best customers, your goals. We set the markets, the accounts and what a useful meeting means.

02

Market intelligence

We map the companies in the market, check what they actually do and spot the events that create a need.

03

Direct outreach

We contact the decision-makers of each account with a reason to talk that fits their situation.

04

Qualification

Every reply is qualified: account fit, the contact's role, real interest, timing.

05

Introduction

You receive confirmed meetings with the account context. Priorities are adjusted every week.

SOLUTIONS

Thirteen solutions, combined to fit your situation.

Some cover the choice of markets and accounts, others organise access to decision-makers. Most engagements combine two or three.

MARKET INTELLIGENCE

Market research
Select the sectors, applications and countries to target.

Account mapping
Identifying all companies in a market.

Account prioritisation
Rank accounts by their actual potential.

Commercial intelligence
Monitor changes within your accounts.

ACCOUNT ACCESS

Target account development
Reach decision-makers at target companies.

New market entry
Test a sector before investing in it.

International expansion
First customers in a new country.

Launching a new offering
Measure market interest in a product.

Commercial opportunities programme
Qualified meetings every week for 90 days.

ACCELERATORS

Signal-based outreach
Engage when the need arises.

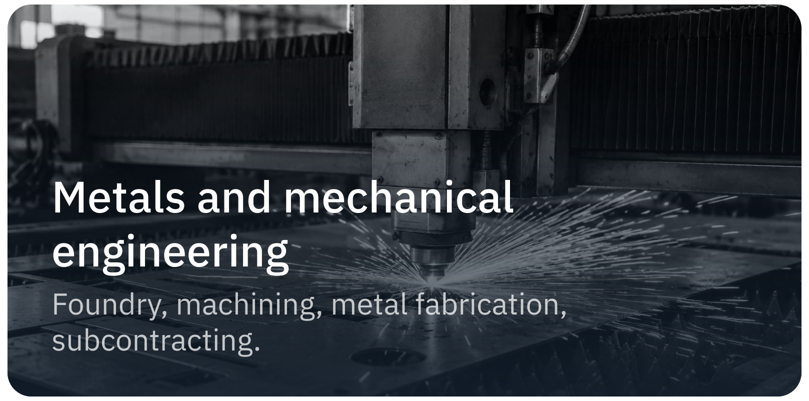
Trade shows and events
A full schedule before the trade show opens.

Account reactivation
Reconnect with lost accounts.

Qualification and introduction
Verified discussions, passed on to your teams.

INDUSTRIES

Industrial markets and their ecosystem.



Metals and mechanical engineering
Foundry, machining, metal fabrication, subcontracting.

Machinery and equipment
Special-purpose machinery and capital equipment.

Packaging and packing
Cardboard, plastic, metal, packaging lines.

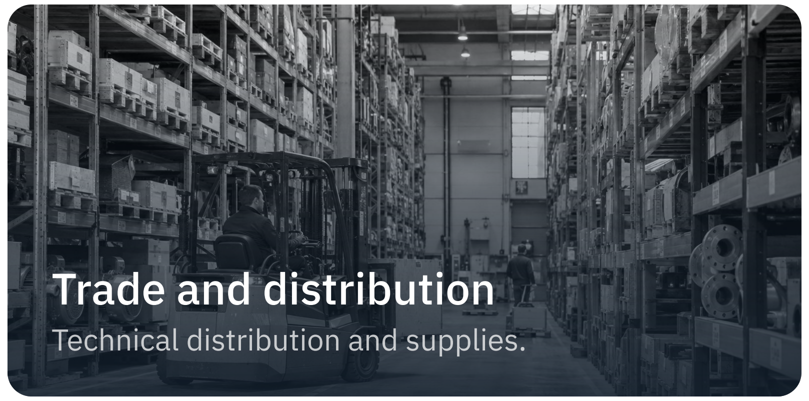
Agribusiness
Ingredients, processing, agricultural equipment.

Energy and electrification
Networks, storage and electrical equipment.

Water, air and environment
Treatment, pollution control, recycling.

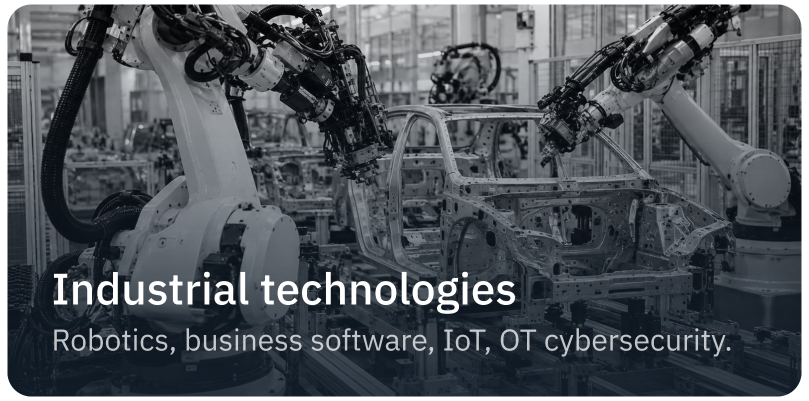
Construction and infrastructure
Commercial buildings and public works.

Transport and logistics
Road, sea, air, warehousing.



Trade and distribution
Technical distribution and supplies.

Engineering and maintenance
Engineering firms, MRO, inspection.



Industrial technologies
Robotics, business software, IoT, OT cybersecurity.

And their ecosystem
Services, advisory, technology

CASE STUDIES

Nine engagements, from the starting point to the meetings secured.

INDUSTRIAL EQUIPMENT

75 meetings, €6.0M in potential.

A packaging line manufacturer targeting major groups in the chemicals, energy and wood industries.

PREMIUM PACKAGING

95 meetings in four countries.

A premium packaging manufacturer targeting chocolatiers and cosmetics brands.

AIR QUALITY

52 meetings, €2.08M in potential.

An air quality specialist targeting facility management and institutional real estate.

COMMERCIAL SPACES

37 meetings across Europe.

A workspace design specialist targeting flexible office operators.

INDUSTRIAL ACOUSTICS

32 meetings in a few weeks.

An acoustic engineering consultancy serving industrial companies, manufacturers and shipyards.

WATER TREATMENT

19 meetings, €950K potential.

A coagulant producer targeting food and chemicals manufacturers.

INTERNATIONAL MOBILITY

17 meetings with senior management teams.

An international mobility consultancy serving executive management and HR teams at mid-sized companies.

INDUSTRIAL SOFTWARE

16 meetings with senior executives.

A carbon measurement software vendor targeting transport and logistics companies.

BUSINESS SERVICES

14 meetings with major accounts.

A business services network targeting major national accounts.

CASE STUDY · INDUSTRIAL EQUIPMENT

A packaging line manufacturer targeting major groups in the chemicals, energy and wood industries.

75 meetings with industrial management teams, **€6.0M** in estimated commercial potential.

SITUATION	A European manufacturer of packaging and end-of-line automation equipment. Its new contacts mainly came from trade shows and its network of agents.
CHALLENGE	Production line projects are decided several months before the call for tenders. The sales team often arrived after the specifications had been drafted.
ENGAGEMENT	We mapped mid-sized companies and large industrial groups across three countries and approached their production, maintenance and procurement departments regarding their production line and materials handling projects.
RESULT	75 meetings with industrial management teams at groups such as Cargill, Evonik, Sika, Valeo, Roquette and Egger. Discussions were also initiated with ABB, Dalkia, Sherwin-Williams and Saarstahl Rail.

ACCOUNTS MET

Cargill · Evonik · Sika · Valeo · Roquette · Smurfit Kappa Group · Egger

CASE STUDY · PREMIUM PACKAGING

A premium packaging manufacturer targeting chocolatiers and cosmetics brands.

95 meetings across four countries, €4.75M in estimated commercial potential.

SITUATION	A European manufacturer of premium printed folding cartons.
CHALLENGE	A highly segmented niche spanning four countries that the sales team did not have time to cover.
ENGAGEMENT	We mapped chocolate manufacturers, confectionery manufacturers, biscuit manufacturers and cosmetics brands across four countries, then approached their marketing, procurement and product development managers.
RESULT	Discussions with long-established European chocolate manufacturers and growing cosmetics brands.

ACCOUNTS MET

LÄDERACH SWITZERLAND · MÉERT Fondée en 1677 · Seidl · PIERRE FREY · STANLEY/STELLA · Virbac · ROYALE NORMANDE

CASE STUDY · AIR QUALITY

An air quality specialist targeting facility management and institutional real estate.

52 meetings with site managers, €2.08M in estimated commercial potential.

SITUATION	An air quality solutions company for commercial buildings and industrial sites.
CHALLENGE	Major facility management and institutional property accounts remained difficult for the internal team to reach.
ENGAGEMENT	We approached site directors, property managers and technical departments at property management companies and mid-sized industrial companies.
RESULT	Discussions with major facility management and institutional property companies over twelve months.

ACCOUNTS MET

ISS · Groupe HBF · SODEPAC International · K2 · ANFRAY

THEY MET OUR CLIENTS

Industrial groups, distributors, major buyers.

GETTING STARTED

How an engagement starts.

One call is enough to know whether we can help, in which markets and with what meeting target.

THE STEPS

- **First call.** 30 minutes to understand your offer and markets.
- **Proposal.** A written approach within 48 business hours.
- **Scoping and mapping.** Markets, accounts, contacts and definition of a useful meeting.
- **First meetings.** Then weekly steering for the length of the programme.

TO PREPARE THE CALL

- **Your offer.** What you sell and the average deal value.
- **Your best customers.** Three to five current customers who look like the ones you want to sign.
- **Target markets.** Sectors, countries or specific accounts to open.
- **Your capacity.** How many meetings your teams can handle each month.

ZEPHIR

CONTACT

Let's discuss your growth.

Tell us about your offer and the accounts you are targeting. We will get back to you within 48 business hours to set up a 30-minute first call, with no commitment.

zephir-consulting.com/en/contact