



MOMENTUM GTM

FOUNDER-LED GROWTH FOR INDUSTRIAL B2B

Unlocking international markets for **Beneito Faure**

Prepared for Jordina and the Beneito Faure export team. This document covers how we work, what the monthly service includes, typical engagement length, our pricing structure, and the results behind our case study, so you can review everything internally before our call.

Kanishq Amogh, Founder kanishq@momentumgtm.net +34 661 53 26 34 momentumgtm.net

01 How we work

Momentum GTM is a go-to-market system, not a content service. Buyers in your industry research before they ever make contact: an architect or lighting designer specifies brands they already know and trust. Our work makes Beneito Faure one of those brands in the markets you choose, and then starts the conversations directly.

1 **Market and buyer definition.**

Together we select two or three priority export markets and define exactly who matters in each: the lighting designers, architecture and interior studios working in retail, hospitality, fitness and clinical spaces, plus the distributors and agents who open a market. The final market selection is something we shape together on the call.

2 **Finding the actual buyers.**

We build the named list: real specifiers and distribution contacts in those markets, not job titles on a spreadsheet.

3 **Trust, built in your voice.**

Consistent publishing from the people behind Beneito Faure: four generations of lighting craft, the bespoke capability, the projects. Built from voice notes and short check-ins; the writing is on us.

4 **Network expansion.**

Deliberate connection building from your profiles to the defined specifier audience, so the right people see the work before anyone asks them for anything.

5 **Outreach that converts attention into conversations.**

Personalized, direct contact with specifiers and distributors once trust is established, feeding conversations to your export team to close.

Your own portfolio shows the opportunity: projects delivered in Germany, France, Italy, the Netherlands, Greece, Montenegro and Romania, yet no foreign market has repeated so far. The capability clearly travels. The visibility does not, yet. That gap is precisely what this system closes.



02 What the monthly service includes

- **Weekly check-in**, short calls and voice notes. Around one hour of your team's time per week in total.
- **Consistent publishing** in your team's voice: project stories, bespoke capability, the craft behind the product.
- **Profile and company presence managed**, positioned for the specifier audience.
- **Targeted network expansion** toward the defined specifiers and distributors in your priority markets.
- **Engagement and conversation management**: comments, replies and inbound handled with you, never on autopilot.
- **Personalized direct outreach** to qualified specifier and distributor contacts.
- **Monthly report**: audience growth and quality, conversations started, and pipeline generated, so the numbers you present internally are always current.

03 Typical engagement length

The initial engagement is three months. That is what the system needs to start compounding: following growth and inbound interest typically build across the first three months, and qualified pipeline, not follower counts, is the measure we hold ourselves to.

Because results compound, most clients continue month to month well beyond the initial term. There is no long-term lock-in; the work earns the renewal.

In the first month alone you will see the market and specifier map for Beneito Faure, rebuilt profiles, the first published content, and the first wave of targeted network growth. We will agree the first month's concrete deliverables together on the call, so expectations are explicit from day one.

04 Pricing structure

ENGAGEMENT	WHAT IT IS	INVESTMENT
Foundation	One-month strategy sprint: market selection, specifier ICP, positioning, profiles rebuilt. Fully credited toward Full Execution.	€750 one-time
Full Execution	The complete system described above, run for you end to end.	€1,250/mo
Full Activation	Everything in Full Execution, plus internal team training and hands-on sales process work. Scoped individually.	On the call

Founding client rate. Beneito Faure would be among our first clients after the case study on the next page, and the pricing reflects that honestly: €1,250 per month, locked for twelve months, on a three-month initial engagement. Exact scope is confirmed on the call based on your markets and objectives.



05 Results: Venus Home Appliances

Venus is a family-run water heater manufacturer whose export growth depended entirely on existing agents. We worked with their Joint Managing Director; his company, like yours, sells through relationships and specifications rather than advertising.

13

inbound export leads

7

countries never sold
into before

€65,000

average order value

7 months

all organic, zero ad
spend

- From 198 followers to more than 2,600 **targeted** followers: buyers and distributors, not a vanity audience. Only contacts of business value are accepted into the network.
- New markets unlocked: Libya, Malta, Seychelles, Tanzania, Bahrain, Oman and Japan.
- Several active leads, each individually returning multiples of the annual engagement cost.
- The numbers are public, including the before and after of the Managing Director's actual profile:
momentumgtm.net/case-study

For Beneito Faure the equivalent outcome is specifier conversations and distributor enquiries in the markets you choose: given your project values and the lifetime value of a working country distributor, a single converted relationship covers this engagement many times over. We will gladly walk through the case study step by step on the call, including what transfers directly to lighting and what we would adapt.

Next step

A 30-minute call to map your priority markets, define the specifier audience for Beneito Faure, and agree the first month's deliverables. You will leave the call with the market map whether we work together or not.

Kanishq will follow up this week to find a time that suits you, or pick a slot directly:

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