



---

## STORY OF THE MONTH | A Guide to B2B Success

---

Are you finding it challenging to crack the French B2B market? In our final *Cracking the Code* webinar of 2024, we revisited this pressing topic. Together with experts from **XLLENCE** and **Oryx**, we explored strategies tailored to help Dutch businesses navigate the complexities of selling in France. Whether it's overcoming cultural differences, reaching decision-makers, or optimising your outreach, this session was packed with best practices to give the participants a competitive edge.

Of course we don't mind sharing the key takeaways with you:

### **Cultural sensitivity wins**

Success starts with understanding French business culture. Adapt your communication and decision-making styles, and ensure all materials resonate culturally and linguistically.

### **Personalisation is powerful**

- **Target decision-makers:** Focus on key stakeholders in hierarchical organisations.
- **Leverage signals:** Use company news, recruitment, or fundraising events to tailor outreach.
- **Time it right:** For calling the French, 17:00–19:00 CET is ideal.

### **Optimize outreach**

Craft concise emails with personalised greetings, relevant case studies, and clear value propositions. Use short, impactful subject lines and write in French to ensure effective, culturally attuned communication. During the webinar, XLLENCE even shared a practical copywriting example to illustrate these techniques.

### **Omnichannel for engagement**

Combine email, phone, and LinkedIn to deliver a seamless customer experience. A good tip for the French market is to partner with local experts, to provide you with their connections and cultural understanding.

**Looking for a shortcut?** Check out our [Matchmaking Program](#), where we'll set up meetings with the right partners for you—saving you time and ensuring results.

---

## WELCOME TO OUR NEW MEMBERS

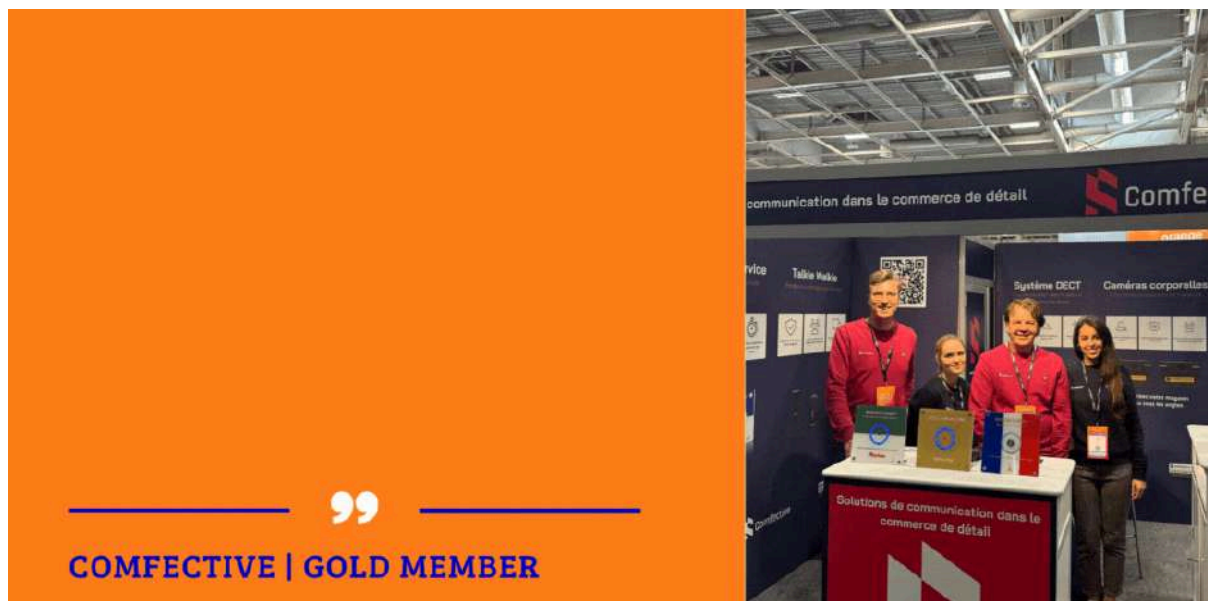
---

Since many years, Impressto has been the leading online printing company in the Benelux with their brands Drukwerkdeal.nl and Printdeal.be. Now, they are taking the next step with Impressto in France! For Impressto, it's all about making people and businesses visible. Everyone deserves a platform. That's why they're building a global print platform for everyone who wants to make an impact — big or small. At Impressto.fr, you'll find an easy-to-use website and a rapidly growing product range. With their online designer, you can create the perfect design yourself, and they'll bring it to life! Learn more [here](#).



Pastoor Consult is a distinctive connector, consultant and broker in the area of new energy and circular raw materials. Their knowledge and expertise is in the sale and purchase of circular waste. They are both client and contractor and make frequent use of our large international network, guaranteeing quality and scope in cooperation. Pastoor Consult is proud to call itself a specialist and authority in the area of sustainable energy and circular raw materials. Learn more [here](#).

## TESTIMONIES | WHAT OUR MEMBERS SAY ABOUT US



## SECTOR SPECIFICS | SUSTAINABLE CONSTRUCTION



Rijksdienst voor Ondernemend  
Nederland

TRADE AND  
INNOVATE WITH  
THE DUTCH

Join the *Opportunities Seminar on Sustainable Construction in France* on Thursday, December 12, in **Utrecht**, to explore business prospects in the French sustainable and circular construction sector. Learn from a market study presented by **Caroline Scotto** of **Arcadis France**, discover trends and opportunities, and network with entrepreneurs and experts. The event is ideal for Dutch companies offering solutions in areas like circular construction, off-site building, digital innovations, or climate-resilient design. **Sign up [here](#)**.

---

## JOB OPPORTUNITIES

---

*Each month, we highlight career opportunities for the French market from our NFCC members.*

Our member **CM.com** has two great opportunities at their Paris office. They are looking for a **Sales Development Representative** (junior) and a **Account Executive** (mid-level). Learn more by clicking the button below.

[Learn more](#)

---

## UPCOMING EVENTS

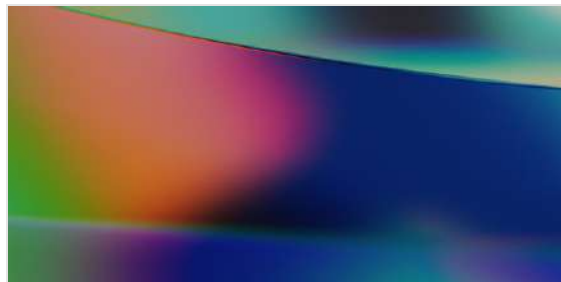
---



### New Members Meeting | December



Dec 6, 2024  
(10:00 – 11:00) (GMT+1)



### Meet the Experts: AI



Feb 6, 2025  
(17:30 – 20:00) (GMT+1)



## Meet & Mingle: Members Meeting

Join to meet the old & new members  
of the NFCC community!

MADE POSSIBLE BY OUR MEMBERS



Share:



Powered by Glue Up

All-in-one CRM Software for Growing Communities