

# Sales Agent –Service

Winslow Technology Ltd trading as EU Sales Force offers a sales and marketing resource to Small & Medium Sized (**SME**) ICT organizations who want to win business in the European Union (**EU**).

If you want to win business in Europe and your product or service sales process needs to be made face you have a few choices open to you;

- Commute
- Establish a local office
- Blitz the market in one visit (repeatedly)
- Buy a local competitor



This requires effort, money and a risk that can endanger your business.

There is another way – employ the services of a professional sales agent. We provide a professional ‘process driven’ approach to sales and business development coupled with ‘good old fashioned hard work’. Our systems are based on proven techniques used by the top salespeople, leaving you to concentrate on the core activity of your business.

## The Starting Point;

1. First we put ourselves in 'Your Shoes'
2. Understand your organisation & assess your product / service
3. Ascertain if our model suits both parties
4. Foster an open & honest business relationship
5. Build an Ideal Prospect Profile (IPP)
6. Develop a strategy
7. Implement communication protocols
8. Employ techniques used by the top salespeople
9. Draw upon over 20 years of experience

All this is achieved within an honest and open business relationship using proven techniques and ‘good old fashioned hard work’. Working with you, our client, we agree clear objectives and reporting procedures from the start. Depending on your proposition we apply 'best practice' techniques appropriate to the assignment, delivered against defined KPIs (**Key Performance Indicators**).

We can use our own resources for small projects or draw upon a Europe wide pool of sales executives for larger assignments.

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## EU Sales Force advise on;

- Local economic conditions
- Product localisation issues
- Government policies & trends
- Trade & media exposure
- Local team development
- Business networking
- Feasibility

## And deliver on;

- SWOT Analysis
- Market Research
- Preparation of detailed business plans
- Sales planning
- Sales prospecting & interviewing
- Detailed activity reporting against KPIs
- Sales presentation & proposal writing
- Negotiation & sales closing

Our number one #1 aim is to help you grow your business in Europe, by identifying and exploiting opportunities or managing existing commercial relationships. **Our success can only be built on your success**

EU salesforce