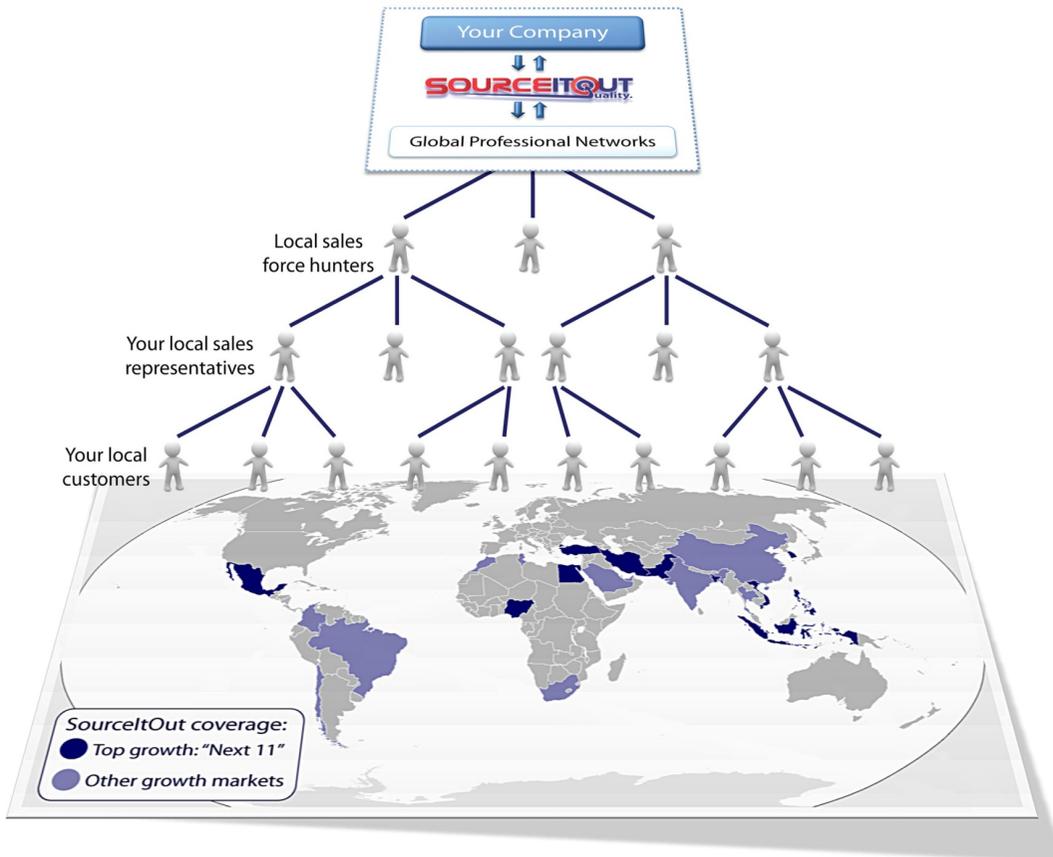


Build a Sales Network in Emerging Markets

SourceltOut offers a new way to build sales organizations in emerging markets. Generally, these markets are difficult and costly to access by traditional means. Instead we use global professional networks to find sales representatives, agents and/or distributors directly in your market.



Key Advantages

Direct Access. Recruit sales people directly in your target markets.

Quality Assurance. We recruit great people & manage collaboration, handovers & payments.

Cost-Effectiveness. Avoid expensive travel & selection programs. Reduce costs with commission based agreements.

Speed. Start immediately & expand several markets in parallel.

Relationship Management. Use our simple collaboration tools to communicate efficiently. Integrate with CRM.

Flexibility. Ramp up the size, cost & coverage at your own pace.

Success Story

Our customer tried for years to find a local sales force in developing countries for the company's portable water disinfection system. The customer had a finished product and the board pushed hard for a rapid expansion into new markets. However, they had difficulties finding agents and distributors who had good sales and language skills, who knew and had access to the local water markets, and who were ready to work diligently on a commission-based sales agreement.

In order to overcome these challenges, a SourceltOut Project Manager (PM) identified the key ten criteria for qualified sales agents and distributors. SourceltOut has access to global professional networks with over one million people and, within a month, the PM recruited eight sales force hunters in the target countries and introduced them to the customer and the product.

The sales force hunters used their local knowledge to find sales agents and distributors who matched the 10 pre-determined criteria. The PM set up a common electronic working area where he, the customer and the hired sales force could interact and keep track of their progress.

After three months, the customer had 25 potential sales agents and distributors operating in eight countries in Asia, Africa and the Middle East. They all had sales experience, spoke English and had connections in the water industry. The company's sales improved significantly during this period.



Contact

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