

## Sales Strategy/Sales Development in Central & Eastern Europe

Dear sir, dear madam,

the establishing or development of a sales network is always an important step towards the expansion of a company. Accordingly the related targets and goals are demanding, in particular for promising, but also highly competitive markets such as those in Central and Eastern Europe. It is good to have someone who is dependable, ready to contribute, has experience in these markets and can help, quickly and cost effectively, to implement your ideas – which is what we, **Sales&Concepts**, can offer you.

From our **many years of experience** as a consulting & sales company for the Slavic-language market, we know only too well how difficult it is to find and retain qualified and motivated sales specialists in Eastern European countries. Only a few sales professionals possess the necessary experience to build a market from scratch or to achieve the ambitious sales targets set by an existing business. The same applies to sales representatives or agents.

And this is exactly where we can support you, with our experience, creativity and dependability. We will develop **your sales network, working closely with you** and according to your expectations and traditions – all the way from market analysis to powerful selling, which you can receive as a “turnkey” solution. Your individual strategy will naturally determine whether this will be based on your own employees or your business partners. The modularity of our services is also of advantage for you: based on your needs, you can make your own choice from the variety of our portfolio of services and ask us to perform only those tasks that you cannot or do not wish to carry out yourself.

If you feel we could be of help and you would like to receive more information about our working methods, please drop us a line or give us a quick call; we will be glad to provide you with additional information. Please also visit us at our website ([www.salesconcepts.net](http://www.salesconcepts.net)), where even more information can be found.

Best regards,



Dipl.-Ing. Otto Hoke  
Business Development , Sales& Consulting