

TSecNet

Technology Security Networking

Business Development
And
Sales Network Management

Typical elements of today sales networks

- Assertion of the network centrality
- Necessity for a quality improvement
- Capability of reacting quickly to changes
- Need of managing several channels with different networks concurrently
- Diversity as a value

Sales network - essential components

Who they are

- Runners
- Exclusive and non-exclusive agents, agencies
- Sales executives
- Door-to-door salesmen
- Multi-level dealer
- Affiliated firms

What they sell

- Products
- Services
- Solutions

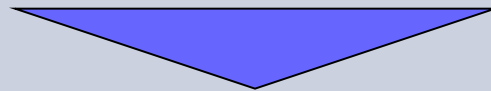
Whom they address

- Consumer
- Commercial intermediate
- Small, medium & big companies
- Central Administration Public Administration
- Public Administration and Utilities

The reason for this attention

The sales network is:

- The link between commercial channels and customers
- The most immediate point of contact with competitors
- The tool which makes the business happening
- The tool for the promotion of the company's visibility and values
- Essentially composed by human resources



**Is a key-point and an input generator
for innovation**

Changing factors

- It is well accepted that a sales network could be definitively improved by external consultants, even for “easy” markets
- The direct experience on sales is used very often as an important contribution for the talent development
- More frequently companies are looking for their sales recruitment to other market sectors

Key elements for the sales network construction

- Definition of activities, roles and targets that each resource shall develop
- Definition and sharing of profiles and skills requested for each resource
- Sizing of resources based on targets
- Resources recruiting
- Education
- Integration of professionals and consultants into the company
- Compensation and premium scheme
- Sales force monitoring system

Sales network creation and management

Impact on activity and organisation

- Very strict timing
- Logistical problems
- Overload of company resources
- It requires strong specialisation in interviewing and hiring
- It needs close co-operation between various company's divisions

“Do it yourself” Sales network

Most common weakness points

- Wrong sizing, often underestimated
- Slow and difficult refresh
- Word-of-mouth advertising
- Quality decrease during the completion phase
- No control on remote profiles
- Efforts made during the recruitment are usually reducing the focus on induction and integration
- In most of the cases a periodical assessment system is not implemented

The external intervention

Why use an Outsourcer

- Definition of profile and skills requested for each consultant, in respect of the company's expectations
- Optimisation of time and costs saving control
- Certification of resources
- Capability to offer expertise about different market sectors
- Possibility to target the competitor's sales network

The external intervention

When use an Outsourcer

- Start-up
- Launch of a new product/service
- Restructuring of the sales channels or opening of a new one
- Outsourcing/centralisation of the sales division
- Construction of a franchising, direct, multi-level marketing network

TSECNET SRL

TSECNET is a team with multi-years expertise in terms of creation e management of sales networks, both direct and indirect, on national and international markets. We successfully managed projects for:

- Sales Force Outsourcing;
- Business Development
- Direct Marketing;

In particular we support Customers on:

- Launch of new product/service
- Opening of new market
- Evaluation of specific geographical areas