

Vendor Representation

Accelerate Your Business in Europe

IT Global Services offers information technology focused companies a comprehensive portfolio of outsourced sales, marketing and operational services across Europe.



information
technology
global
services

Accelerated Sales Across Europe

ITGS Vendor Representation creates virtual European subsidiaries for our clients, providing a full range of localized services allowing our clients to be fully operational and successful within a very short timeframe in the areas of Business Development, Public Relations, Marketing Communications and Recruitment. We customize a solution to suit each client, based on their business objectives, sales targets, market strategy, timing and budget.

USA

PO Box 46878
Seattle, WA 98146
Tel : 1 (206) 938 1100
Fax : 1 (206) 938 2935

UNITED KINGDOM

71 Milton park
Abingdon Oxon, OX14 4RY
Tel. : 44 (0)1235 835777
Fax : 44 (0)1235 835657

FRANCE • Headquarters

15, rue d'Estienne d'Orves
92130 Issy-les-Moulineaux
Tel. : 33 (0)1 58 88 39 00
Fax : 33 (0)1 58 88 39 09

GERMANY

Stefan-George-Ring 29
81929 München
Tel : 49 (0)89 930 86 150
Fax : 49 (0)89 930 86 499

ITALY

Via Melchiorre Gioia, 171
20125 Milano
Tel. : 39 02 87 38 35 00
Fax : 39 02 87 38 35 05

SPAIN

C/ Méndez Alvaro, 57 - 4ª
28045 Madrid
Tel. : 34 91 506 1085
Fax : 34 91 539 1646

<http://www.itgs.net>
mail : infos@itgs.net

ITGS Vendor Representation offers a cost-effective alternative in the early stages of local market development to our clients. Our qualified local sales and marketing teams have excellent market knowledge and experience to implement our clients' local effectively and efficiently. ITGS Vendor Representation delivers a significant «time-to-market» advantage through: complete market coverage; early customer and reference wins; rapid channel build out; and rapid revenue growth.

Consulting Services

Our managers have many years experience of working at both a local European country level and at a pan-European level. Our clients' product knowledge and understanding of their local markets, together with our experience of the European markets at a local level facilitates the creation of a realistic approach and strategy in their target European markets. ITGS Vendor Representation consulting services include:

- Strategic planning services
- Design and implementation local sales and marketing strategy, channel sales models and pricing strategies
- Local positioning analysis
- Market and sales plan outline
- Contract localization
- Sales support services
- Creation and management of joint sales and marketing plans with channel partners
- Monitoring and reporting on channel activities

Business Development

Human Resources

Press Relations



Channel Development
Sales Representation

Vendor Representation

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Channel Development

The channels our clients choose are critical to the success of their business in Europe. ITGS Business Development creates channel partner recruitment programs targeted to suit our clients' needs. From our knowledge and personal contacts with local channels, coupled with local information gathering, we will compile a preliminary list of most suitable channel partners based on mutually agreed selection criteria.

We help identify and nurture targeted, dedicated and efficient sales channels for our clients by

- Extending the channel base through recruitment of channel partners in targeted sectors
- Generating end-user leads and opportunities to feed channel partners and create channel loyalty

Once potential channel partners have been identified, they must be both motivated to promote our clients' products and closely and critically assessed to ensure they will be able to deliver the required revenue streams. ITGS ensures that the partners are trained and kept up to date on client products and developments. In addition, we deliver an assessment of each channel partner's potential and performance over time. We manage our clients' indirect sales pipeline as well as joint sales and marketing programs undertaken with the partners.

Sales Representation

Sales activities are designed to accelerate market development and generate revenue through the chosen channels. The ITGS sales person, doing business as our client, is supported by our local infrastructure, enabling a more cost-effective implementation of local sales strategies by reducing overhead costs for our clients.

- Generation of sales opportunities and monitoring of sales pipeline and forecasts for the channel
- Coordination of end-user and channel partner operations