

ABOUT US

SFE IN 3 POINTS

1. Large pool of regional experts and experienced management
2. No-nonsense methodology and proven processes
3. Reasonable fees and T&Cs

MAIN BENEFITS

- Reduced entry costs onto international markets
- Low risks
- Fast time to market



CONTACT

Rick Pizzoli
Founder and Managing Director
T: +34 659 449 202
RickPizzoli@SalesForceEurope.com
www.SalesForceEurope.com

WHO WE ARE

Sales Force Europe (SFE) is an international organization of over 40 active sales and marketing professionals that was founded in 2003 to help high-tech companies to launch, develop and expand their business in Europe, Middle East, Africa (EMEA) and Latin America (LATAM).

WHAT WE DO

We provide the people and resources for business development programs that enable our clients to enter new markets rapidly and profitably, without the costs, risks and delays associated with opening foreign offices and hiring local employees.

HOW WE DO IT

Our unique approach combines many years of senior sales and marketing experience in the Telecom and IT sectors with hands-on oriented, highly skilled, in-country technical sales people based in all major markets of EMEA and LATAM.

We collaborate with our clients in ways that fit their objectives, strategies and priorities, and that blend with their sales and marketing processes, offering them one point of contact plus all the resources they need along the way.

We provide them with immediate access to channels, partners and prospects through our in-country representatives - the core of what SFE is all about. They perform pro-active on-going sales activities to develop revenue and are supported by the entire SFE team to manage sales channels, including sales training, local marketing, product trials and market feedback.

Our database of personal contacts contains thousands of resellers, VARs, integrators and enterprises that can be called, educated on our clients' offering and closed directly, or handed over to appropriate channels when qualified.

OUR CLIENTS

Our clients come from multiple sectors of the Telecom and IT domain, including IP Networking, Wireless, VoIP, Video & IPTV, Cloud Computing and Business Applications. We are primarily focused on these sectors because this is where we have tried and tested contacts among channels, service providers and end users throughout Europe.

OUR TEAM

SFE has assembled a team with a unique combination of industry knowledge, sales and marketing expertise and operational experience. This makes us a resource that manufacturers, software publishers, producers and financiers in the global high-tech industry turn to when they need to drive sales in EMEA and LATAM.

Our management team based in Madrid, London and Paris serves as the central hub for partner and client recruitment and collaboration, as well the management of all legal, financial and operational aspects of the organization.

Our team of technical sales representatives present in every major EMEA and LATAM market is immediately available to be 'in-sourced' by our clients to match their strategy and priorities.