

Is Sales a Department or a Specialization?

Why should the sales function be
outsourced to a team of specialists?

A Very Familiar Reflex in Turkey

"We'll do this inside."



- We develop the software in-house.
- We also manage sales internally.
- We need to be in control.

It makes sense at first glance...

But is that really the case?

The Same Misconception, Different Fields

Today, sales requires expertise just as much as software, product development, human resources, and marketing.



Sales is not a field that can be learned through trial and error.



Sales is not a job, it's a **discipline**.

Sales is a process + experience + networking business.

Strategy	Methodology	Industry Information	Relationship Management	Timing	Trust
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The Unseen Costs of Building an Inside Sales Network

 Unseen But **Very Expensive** Costs

THE TIME IT
TAKES TO FIND
THE RIGHT
PERSON.

ORIENTATION
AND
LEARNING
CURVE

INCORRECT
CUSTOMER
TARGETING.

LOST
OPPORTUNITIES

BRAND
DAMAGE

The Most Critical Mistake in Sales

Wrong Target Customer



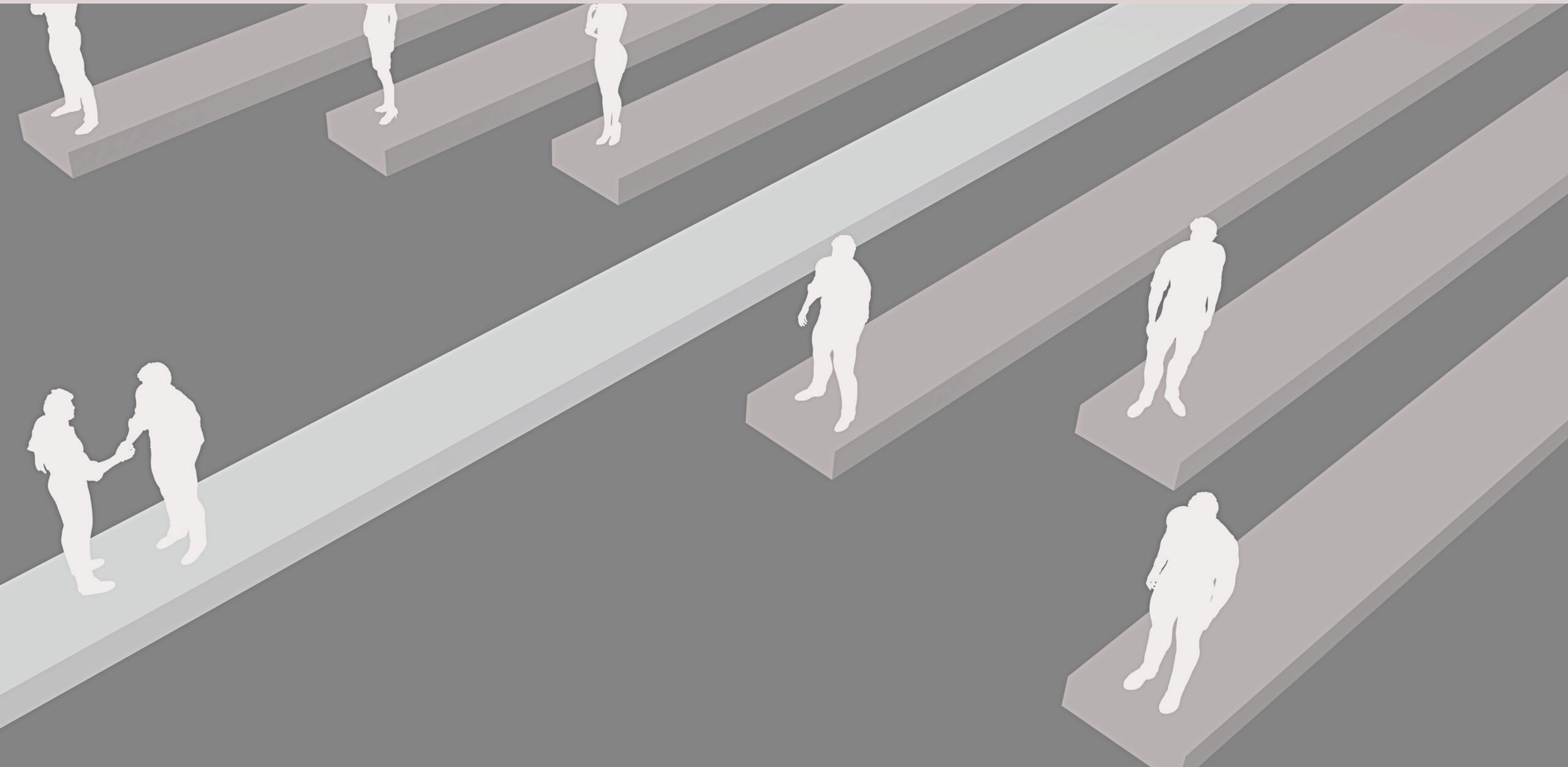
Wrong Institution,
Wrong Contact Person,
Wrong Time

=

Even the right product can fail.

The Impact of the "Let's Do the Sales Inside" Decision on the Ecosystem

- The Same Mistakes Are Made Over and Over Again
- Experience cannot be institutionalized.
- Misperception is created in the market.
- The product falls short of its potential.





Selling correctly is also a skill.

Just like:

- Software specialist firm
 - Legal consultant
 - Financial auditor

Sales also require an **expert team**.



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This is where ConnectiX comes in.

ConnectiX enables companies to improve their sales function:

- Externally managed
- Strategically positioned
- Measured, developed, and grown



HE/SHE IS AN
**EXPERT BUSINESS
PARTNER.**

What does ConnectiX NOT do?

- ✖ They don't just look for customers.
- ✖ He/She doesn't make random appointments.
- ✖ It does not chase short-term sell orders.

We don't make sales,
we build sales systems.

What does ConnectiX do?

- Creates a sales strategy
- Establishes a relationship of trust.
- Defines the target market and customers.
- Manages the process
- Reaches decision-making levels
- Makes sales sustainable

Why Outsource Sales?

- FASTER RESULTS
- LOWER RISK
- LOWER COST
- HIGHER EFFICIENCY
- MEASURABLE PERFORMANCE



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Internal Resources or Expert Partner?

Sales Inside

 The learning period is long.

 Dependent on the person

 Trial and error

 High hidden cost

ConnectiX

 Quick start

 Corporate structure

 Proven method

 Transparent model

RIGHT

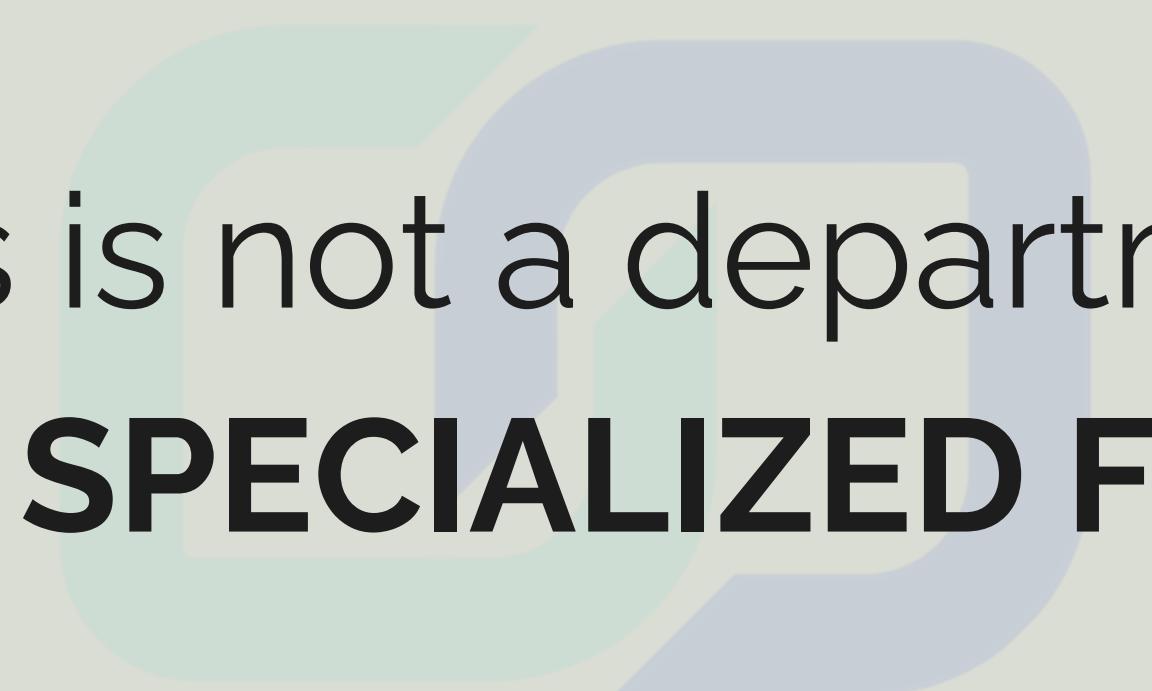


The Real Question

DOING EVERYTHING INDOORS?

OR IS IT ABOUT DOING THE RIGHT JOB WITH THE **RIGHT EXPERT?**

WRONG



Sales is not a department,
it is a **SPECIALIZED FIELD.**

ConnectiX manages this expertise on your behalf.

CONNECTiX

We are shaping the future together.

CONSULTING

www.connectix-turkiye.com | www.connectix-europe.com

connect@connectix-turkiye.com

0212 427 51 51 | 0533 955 58 16

Mecidiyeköy Mahallesi, Latı Lokum Sk. 2. Meriç Sitesi No: 30, 34387 Şişli/İstanbul



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