

www.connectix-turkiye.com



CONNECTIX MANIFEST

A New Approach to Growth in the Public Sector

Public IT Projects;
Achieve success not through products,
but through trust,
not through offers, but through
relationships,
not through speed, but through
continuity.

ConnectiX is built precisely on this
principle.

01.01.2026

We Are Not a Typical Sales Company.

CONNECTIX;

- It is not a commission-based sales organization.
- It is not an intermediary representing the interests of multiple firms simultaneously.
- It is not a structure that risks long-term trust for the sake of short-term goals.

WE ESTABLISH OUTSOURCED
SALES AND MARKETING TEAMS FOR COMPANIES LOOKING TO
GROW IN THE IT SECTOR WITHIN THE PUBLIC SECTOR.



Why Do We Work With a Single Company In Every Field?

Because it's on public sale:

- Representation is indivisible
- Trust cannot be shared
- Responsibility cannot be multiplied

Representing Multiple Companies in the Same Field;

- It undermines trust in the field
- It weakens relationship management
- It causes losses for everyone in the long run

Therefore, **ConnectiX**;

works with only one company in each solution area. This is not a limitation, but a conscious ownership model.



The value offered by ConnectiX;

- Not writing offers
- Not scheduling appointments
- Not submitting daily sales reports

We;

- We know public institutions
- We know the decision-makers
- We understand the processes, balances, and dynamics

We Don't Make Sales, **We Manage Growth.**

And we position our companies correctly in the public sphere,
explain them accurately, and deploy them at the right time.



Why Outsourcing Sales & Marketing?

It provides lower cost, higher impact, and more sustainable growth.



Nowadays, in the world;

- Utilization, not ownership
- Expertise, not staffing
- Flexible growth preferred, not fixed costs

Sales and marketing are also part of this transformation.

Especially in the public sector;

- Expertise required
- Relationship-based
- Long-term

In a particular field, working with professionals in that field.



CONNECTIX
STRATEGY, SALES & MARKETING

Who Do **We Work With?**

ConnectiX;

- We work with companies that:
- See growth in the public sector as a strategic goal,
- Believe in long-term business partnerships, value transparency and mutual trust.



We don't **Partner** with just anyone;
We **Partner** with the right companies.

What Does It Mean To **Work With ConnectiX?**

- A structure that represents and supports you in the public sphere,
- A growth-oriented approach, not a sales-oriented one,
- Permanent positioning instead of short-term results,
- A true business partner, not a competitor.

Final Words

We didn't create this model for everyone.
But for the right companies, we designed it to be a game-changer.

**Working with ConnectiX is not a sales agreement,
but a decision to grow together in the public sector.**



www.connectix-turkiye.com

thanks

Haluk Metin
Founding Partner



CONNECTIX
STRATEGY, SALES & MARKETING

01.01.2026