

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

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



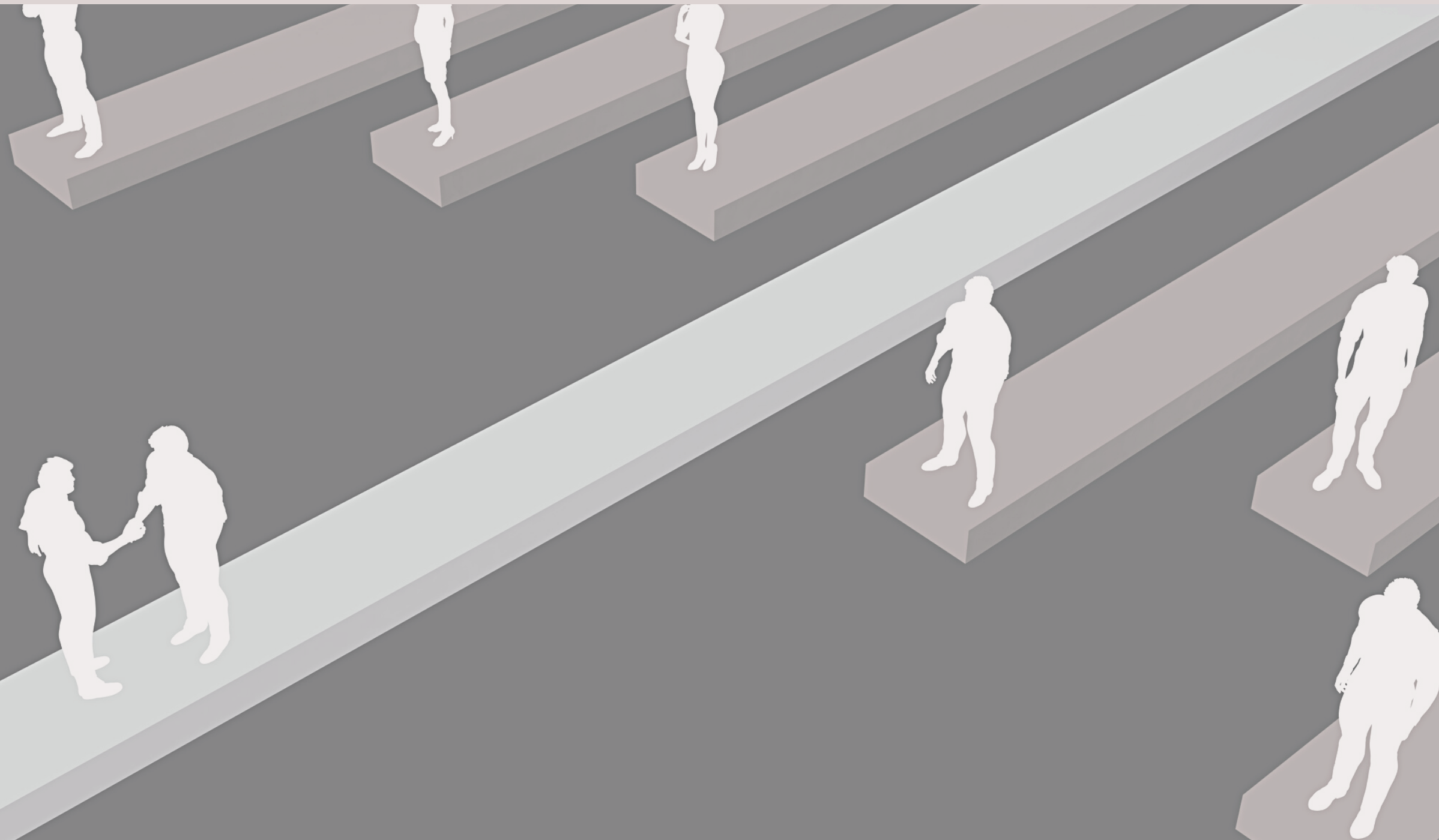
Wrong Institution,
Wrong Contact Person,
Wrong Time

=

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.**



CONNECTIX
STRATEGY, SALES & MARKETING

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
-

- Defines the target market and customers.
-

- Reaches decision-making levels

- Establishes a relationship of trust.
-

- Manages the process
-

- Makes sales sustainable

Why Outsource Sales?

- **FASTER RESULTS**

- **LOWER RISK**

- **LOWER COST**

- **HIGHER EFFICIENCY**

- **MEASURABLE PERFORMANCE**

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

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