

INFORMATION

Accurate information is the starting point for a successful strategy.

Producing technology alone is not enough to be successful. It is necessary to reach the right market, at the right time, and with the right strategy.

ConnectiX, with its years of experience in the public IT sector and field knowledge gained in local governments and public institutions, not only offers consultancy to its business partners but also generates strategic information that will accelerate decision-making processes.

Critical information such as what technology a municipality or public institution needs, which projects are planned, which transformation processes are ongoing, which institutions' investment priorities have changed, and how decision-making mechanisms work directly affect sales success.

ConnectiX constantly analyzes and interprets this information and transforms it into sales strategies for its business partners.

Our business partners not only promote their products but also seize the opportunity to create value in the right institution, at the right time, and based on the right need. Because the right information is the strongest starting point for a competitive advantage.



TIME

The Most Valuable Resource for Shortening the Sales Process

Entering a new market, reaching the right people, getting to know organizations, and building trust can often take years.

ConnectiX eliminates these lengthy preparation processes for business partners.

Thanks to its ready-made network, field experience specifically tailored for the public sector, and planned sales organization, technology companies can manage access processes that could take months or even years in a much shorter time.

Instead of spending their sales teams building new territories or finding the right people, our business partners can dedicate their time to product development and growing their projects.

ConnectiX professionally manages the entire process, from visit planning and organization to decision-maker management and sales organization, enabling business partners to use their most valuable resource: time, efficiently. Because time managed effectively means faster sales growth.



RELATIONSHIP MANAGEMENT

Trust-based relationships build lasting business partnerships.

In the public sector, sales are not just about explaining a product.

Successful projects are built on trust, sustainable communication, and effective relationship management.

*Thanks to the strong communication network it has built over many years between local governments, public institutions, and technology companies, **ConnectiX** enables its business partners to establish healthy and sustainable relationships with institutions.*

Each visit is planned not just as a sales meeting, but as the first step towards long-term cooperation.

*Establishing timely communication with decision-makers, correctly understanding the expectations of institutions, and maintaining trust-based communication are among **ConnectiX's** strongest competencies.*

Thanks to this approach, technology companies not only gain new customers but also create strategic business partnerships that will last for many years.

Because strong relationships are the foundation of sustainable growth.



CUSTOMER PORTFOLIO

Gain access to a ready-made ecosystem.

Reaching new customers, building trust, and creating a sustainable portfolio are among the biggest investment areas for technology companies.

*Thanks to its extensive public sector network built over the years, **ConnectiX** integrates its business partners into a ready-made ecosystem, rather than starting a customer search process from scratch.*

Thanks to the strong communication network established with local governments, municipalities, water and sewerage administrations, public institutions, and many organizations planning technology investments, our business partners reach their target markets much faster.

ConnectiX not only opens new doors; it increases sales potential by bringing the right institutions together with the right projects.

Each new business partnership strengthens our existing customer network while creating new business opportunities for the entire ecosystem.

*Technology companies working with **ConnectiX** not only reach new customers; they become part of a strong customer portfolio built on trust over the years. Because the right customer portfolio is the most important capital for sustainable growth.*

