

# 24 QUESTION 24 ANSWER

## What exactly does ConnectiX do?

01

**ConnectiX** is a professional sales and business development partner that establishes, manages, and accelerates sales processes for software, technology, and services sold to public institutions and large-scale organizations.

## Is ConnectiX a sales agency?

No. **ConnectiX** is not an agency. It is a strategic business partner that manages the sales process end-to-end, represents the company in the field, and builds long-term business relationships.

02

## Why do you charge a monthly service fee?

03

Because **ConnectiX** actively manages not only the sales outcome but also the entire process leading up to the sale (strategy, outreach, representation, negotiations, internal guidance, pre-tender preparation).

## Couldn't we just work by taking a percentage of the sales?

No. The sales commission is for the actual commercial result. The monthly service fee is necessary for the professional establishment and management of the sales process.

04

## What does the monthly service fee include?

05

- High-level public and institutional outreach
- Strategic sales planning
- Company and product positioning
- One-on-one representation in the field
- Sales meetings and decision-maker contacts
- Process and opportunity tracking

## Wouldn't it be more logical to hire a Sales Manager in-house?

In Turkey, the total monthly cost of a qualified sales manager is in the range of 350-400 thousand TL. **ConnectiX** provides its services below this cost, with 2 senior and 4 expert, 2 junior professionals with industry experience.

06

# 24 QUESTION 24 ANSWER

**How many people are on the ConnectiX team?**

**07**

**ConnectiX** actively participates in projects with at least 1 Senior and 1 Specialist sales professional.

**What is ConnectiX's experience like?**

The founder and team have a combined experience of nearly 25 years in Public Sector Sales and are intimately familiar with the ecosystem of Local Governments and Public Institutions in Turkey.

**08**

**What will happen if there are no sales in 6 months?**

**09**

Public sales are a process. Within six months, the groundwork for the sale is laid, contacts are established, needs are clarified, and opportunities mature. The same risk applies to a Sales Manager hired by the company.

**Does ConnectiX offer a sales guarantee?**

No. **ConnectiX** doesn't guarantee sales; it guarantees access to the right market, the right representation, and professional process management.

**10**

**Why is the contract duration a minimum of 6 months?**

**11**

For successful public and corporate sales, a minimum evaluation period of 6 months is required.

**Which sectors does ConnectiX work with?**

It primarily works with companies that develop solutions in software, IT, technology, digital transformation, and public sector.

**12**

# 24 QUESTION 24 ANSWER

**Do you work with more than one company in the same industry?**

**13**

No. To avoid conflicts of interest, we do not work simultaneously with direct competitors in the same segment.

**How does ConnectiX represent our company?**

The **ConnectiX** team learns the company's vision, products, and corporate language and acts as a direct company representative in the field.

**14**

**How are sales share percentages determined?**

**15**

Sales share ratios are determined at reasonable and sustainable levels, taking into account the product, project size, and sales model.

**Does ConnectiX also do marketing?**

**ConnectiX** is not a direct advertising or digital marketing agency; however, it provides strategic guidance and feedback aimed at sales.

**16**

**What is ConnectiX's role in tender processes?**

**17**

It plays an active role in pre-tender needs analysis, institutional contacts, proper positioning, and strategic preparation processes.

**What is the biggest advantage of working with ConnectiX?**

It allows you to immediately deploy an experienced sales team to the field, while saving time, costs, and manpower.

**18**

# 24 QUESTION 24 ANSWER

## Is the working model flexible?

19

The basic model is clear: Monthly service fee + sales share + minimum 6 months. This structure is essential for sustainable results.

## ConnectiX is not suitable for which companies?

**Connectix** is not suitable for companies that only want a share of the sales and expect short-term results without investing in the process.

20

## How does ConnectiX work with our internal team?

21

**ConnectiX** integrates seamlessly with the company's existing sales, product, and management teams. It's a complement, not a competitor. It brings technical information and feedback from the internal team to the field; and regularly relays needs and signals from the field back into the company. This creates a synchronized, rather than fragmented, sales organization.

## At what stage does ConnectiX become involved in the process?

**ConnectiX** can be involved in the positioning and strategy phases before a product even enters the market, as well as in the scaling process of an existing product for the public sector. The ideal scenario is to become involved as soon as the sales target is clearly defined.

22

## Does ConnectiX provide reporting and transparency?

23

Yes. Meetings, contacted organizations, emerging opportunities, and progress are reported regularly. The company monitors what is being done in the field transparently, not just the outcome, but the entire process.

## How would working with ConnectiX add value to our brand?

It allows you to immediately deploy an experienced sales team to the field, while saving time, costs, and manpower.

24