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## SalesAidEurope facilitates low budget EU Marketing

Europe based Sales4Sales has launched a very successful new initiative last spring called SalesAidEurope.

SalesAidEurope offers its customers a smart combination of internet marketing and hands-on professional sales support at an easy to budget one time fee. The team promotes its clients in Europe and brings their company and products to the attention of corporate buyers, distributors, importers and large retailers in multiple European languages. The decision making levels are approached by using modern direct marketing techniques, multilingual newsletters and during personal meetings. Additionally SalesAidEurope presents easy-to-access overviews of these innovative manufacturers to its many professional web visitors every day to enhance visibility. Recent reporting shows over 10,000 unique visitors per month (source: HitsLink)

“We noticed that smaller yet innovative companies were looking for an easy to budget sales promotion strategy to enter European markets. We felt their products would truly appeal to European customers. By combining our Sales4Sales dedicated client support and knowledge of European trade firms with on-line marketing techniques, we can offer these companies just that”, said Menno C. Robert, CEO and founder of Sales4Sales.

Success is based on the ease of use this low cost approach offers European businesses to locate, contact and work with new global suppliers manufacturing innovative, modern, competitively priced products for the European markets.

Behind the screen the SalesAidEurope team is available for questions, advice and even direct support to follow up on leads if requested or to conclude negotiations in the local language. The company has worked with many importers in the past and shall gladly put its efforts to making its members' European market expansion a success too.



About Sales4Sales: This brick and mortar company is uniquely positioned to help global manufacturers reach out to European markets like Belgium, Netherlands, Luxembourg, UK, Germany, Scandinavia and beyond. Their territory is the 'old world', which is still a 'small world' where personal contact, the local, native language and adhering to local customs and behaviour still are important parts of the business relationship. In other words, despite globalisation, Europeans still prefer to have a contact 'around the corner' rather than having to make long distance phone calls minding the different time zones, languages and business habits. The approach is the hands-on approach. No lengthy market researches and expensive reports, but collecting market intelligence while setting up distribution channels and creating awareness and exposure that result in sales.

For its clients Sales4Sales identifies, locates, addresses and meets with potential European distributors, resellers and end-users to reach 450 million potential consumers. Dedicated professional sales teams introduce their client's company and products, negotiate their terms and determine the level of expertise within the organisation for future co-operation, thus building the European distribution and sales network.

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