

Sales

Are you already
tapping your full potential?





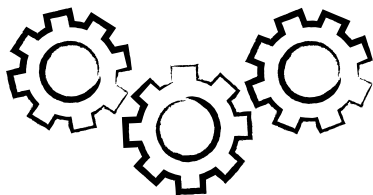
In times like these, the question arises, whether your sales activities are set up properly. In order for companies to benefit from developments in the global markets, sales and networking professionals are needed.

Have you already looked into which potentials a *Commercial Agent* might be able to release for your company?

Your key to success!

Principal

Customer



Commercial Agent

WHAT ARE COMMERCIAL AGENTS?

Commercial Agents are independent entrepreneurs who act on behalf of another company (e.g. manufacturers, trading companies, wholesalers, etc.).

Commercial agents arrange the sale of goods and conclude transactions on behalf and for account of the principal. The customers are exclusively commercial purchasers and not end-users.

As specialists in sales and marketing, they have numerous national and international business contacts at their disposal and provide valuable assistance when entering new markets.

The trade association, the Association of Commercial Agents in the Austrian Federal Economic Chamber currently has more than 9,000 members. Austrian Commercial Agents arrange contracts worth about 22.2 billion Euros every year.

WHAT DISTINGUISHES A COMMERCIAL AGENT FROM A SALES EMPLOYEE?

First of all: Commercial Agents are independent in comparison with sales employees. Commercial Agents are independent entrepreneurs – the principal does not employ the Commercial Agent.

Therefore, the principal pays neither fixed fees nor social costs such as social security, health insurance, or travel expenses. Only after a transaction has been concluded the principal will have to pay the commission.

The bottom line is: Working with a Commercial Agent provides an extremely flexible business model for your sales activities.

WHAT ARE THE BENEFITS OF WORKING WITH A COMMERCIAL AGENT?

Austrian Commercial Agents are sales professionals. Thanks to their many years of experience, they are very familiar with the needs of the market and initiate new business deals for you.

Due to their extensive contacts and international network they can provide you with valuable feedback on sales opportunities and market developments.

Excellent market knowledge
Extensive contacts



MY SECTOR IS VERY SPECIALIZED – DOES WORKING WITH A COMMERCIAL AGENT STILL PAY OFF?

Yes. There are specialized Commercial Agents with extensive knowledge of your sector. We recommend checking our website register.commercial-agent.at to see if there are Commercial Agents looking for an agent position in your sector. You also have the option to run a low-cost advertisement that outlines your requirements.

*Find your Commercial Agent at
register.commercial-agent.at*

HOW LONG IS MY TIME COMMITMENT FOR WORKING WITH A COMMERCIAL AGENT?

There is none. You can work with a Commercial Agent on a project basis or agree together on a time frame.

HOW MUCH DO I NEED TO PAY FOR A COMMERCIAL AGENT?

Nothing. Only if a sale is completed the Commercial Agent will receive a commission, which is regulated in the contract.



BALANCE SHEET

HOW MUCH DO I BENEFIT FROM OR PAY FOR A COMMERCIAL AGENT?

ASSETS	LIABILITIES	
Is your extended arm in sales	Fixed costs	0,- Euro
Increases your turnover	Social costs	0,- Euro
Frees up capacities in your company	Training	0,- Euro
Is there when your customers need him/her	Travel expenses	0,- Euro
Provides new customers	Commission	performance related
Keeps a close eye on the market for you		

His success is your success.

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THE AUSTRIAN COMMERCIAL AGENT



*Your sales
professional.*