



OUR MISSION

We are sales professionals who are relentless about growing our clients' businesses. We focus on giving our customers access to the key decision makers in their target markets while managing, supporting and strategically growing their sales revenues in both the short and long term.

OUR BUSINESS PHILOSOPHY

It's simple. Build a customized selling team for our clients. Provide highly networked sales professionals who can get to targeted, key decision makers quickly. Drive short and long-term revenue. When our clients win, we win.

AKCEL
PARTNERS

A BETTER UNDERSTANDING

Most of our clients think of us as their off-site sales department.

With our clients, we jointly outline the scope of work and engage our salespeople based on your needs and priorities. If the needed skills or market focus is not within our current expertise, we hire it.

Our clients have the chance to interview everyone on the sales team to be sure each person, as well as their expertise and network, is a good tactical and strategic "fit".

We jointly build the sales plan, establish sales goals and set performance measures. We'll ask that you train our sales team, then we let them do what they do best... sell.

AKCEL Partners manages the sales force and progress vs. established goals. We meet with our clients frequently to review status, remove barriers and agree on actions. Clients will NEVER be surprised.



OUR SALES CONSULTANTS ARE EXPERTS IN THEIR FIELDS

We drive sales. But to do that, we are often asked to manage other aspects of the business within the region and/or market segment(s). In addition to selling, tasks could include strategy, planning, inventory controls, pricing and profitability, marketing, financial reporting and product development.

Our sales teammates are intelligent, self-starters, hunters, and thrive on working with a smart and talented team of people.

Our sellers have proven sales successes and a track record of opening and growing key accounts and, importantly, building relationships on our clients' behalf using exceptional communication skills and strategic execution of customer requirements.

YOUR TEAM (*minus the overhead*)

AKCEL Partners acts as your sales department by hiring and managing a sales team based on your needs, goals and scope of work.

Our sales people are specialized and highly networked in your target market. They work based on the defined goals and are paid to get results.

AKCEL sellers typically have broader and deeper relationships within their areas of expertise because they have had the freedom to work without boundaries of a single company or product.

With AKCEL Partners, you will not incur the costs of employees (health care, retirement funding, vacation, technology/ equipment, etc.).

When you retain AKCEL Partners, you maintain the flexibility to engage more, or less talent as the business needs change without having to downsize or hire additional staff.

To learn more, please contact Dina Coker dina@akcelpartners.com or Connie Rudwall connie@akcelpartners.com. Find us online at AKCELpartners.com.

AKCEL
PARTNERS