

JUST IMAGINE... AN ENTIRELY NEW WAY OF SELLING



WHAT IS IMPORTANT FOR COACHES TO KNOW ABOUT AKCEL PARTNERS?

It's simple. We act as the off-site sales department for our clients.

YOUR CEOs ALREADY HAVE SALESPEOPLE?

We get it. But there are so many scenarios where we have shown success.

Companies that are **expanding their services into new markets** and do not have experienced or networked salespeople on staff.

Companies that have a **new product to launch** and an existing sales force that is either over-extended, or not experienced in this space.

Companies looking for **targeted, key-customer success** (i.e., there is a customer or market they have been unsuccessful in penetrating).

Companies that have an **under-performing sales force** and need a “non-threatening” jolt! While our salespeople are aggressive, we are collaborative and expect a strong partnership with existing sales teams.

Companies that need their **customer's customer to understand the value** of their product and need “pull-through” to encourage their customers to make the purchase.



EXPERIENCE

The sales consultants at AKCEL Partners are hired specifically for your business and, importantly, come to the table with deep connections already established within your category. We don't hire people to build their knowledge, we hire people who give our clients immediate access to C-suite executives, decision makers and buyers.

DEDICATION

Fluctuating economic environments require companies to search for more flexible human resource options. Our sales professionals act as our clients' off-site sales department, reducing the costs associated with full-time employees. We are active across a broad variety of segments, in both B2B and B2C environments.

COLLABORATION

AKCEL Partners is a team of sales professionals who do more than traditional 'selling'. We are listeners who seek to understand our clients' near and long-term goals. We are researchers who dig into details to unearth that one, key insight that resonates with our buyer. We are story tellers who take time to position our clients' products uniquely.

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

AKCEL
PARTNERS