



FORUM **Agenti**
by agent321

*Companies
Meeting
Commercial Agents*

SUGGESTIONS FOR A TOP-PERFORMING PARTICIPATION IN FORUM AGENTI

Zagreb
Rijeka

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Sara Ficorilli
Officer of Forum Agenti

KEY PREMISES - *The Commercial Agent*

Definition of Commercial Agent:

“a self-employed intermediary who has continuing authority to negotiate the sale or the purchase of goods on behalf of another person, called the Principal” (Council Directive 86 / 653 /EEC)

Advantages for Companies entrusting one or more Commercial Agents to sell their products/services into the market:

- He is not an employee.
- He is paid on commissions.
- He is paid only when the deal is done.
- He is also a Consultant (for free!).
- The more he sells, the more he earns.

KEY PREMISES - *The strategic role played in the Italian Market*

In Italy **240,000 Commercial Agents** are actually working.

They create the **70%** of the **GDP**.

Every product and service in Italy is sold through the action of a Commercial Agent.

They take care of an **efficient product' distribution**.

They achieve a **deep penetration of the market**.

They manage a **powerful promotion of the brand**.

KEY PREMISES - *Their presence in the Italian Territory*

Some regions show the presence of more Agents than others, although Italian Commercial Agents are widely distributed in the whole territory.

According to the products or services they deal with, according to the size of their region/market, the same agent can work in one or more regions.

On the other hand, a metropolitan city like Rome can request more than one agent.

Normally, cooperating with only one Agent is not enough.

FORUM AGENTI, THE ONLY FAIR FOR THE RECRUITMENT OF COMMERCIAL AGENTS

Forum Agenti is the unique event where the Exhibitors are companies from all market sector and the public is made of Sales Professionals.

It takes place in two phases:

2) The days of the exhibitions are only the final moment; the one where **THE EXHIBITORS WORK FOR THEMSELVES**, meeting agents and interviewing them.

1) The time preceding the exhibitions days; the one where **OUR STAFF WORKS**, in order to inform the right / targeted agents for each exhibitors about their sales job offer and their presence as exhibitors.

1) ELEMENTS TO LET OUR STAFF WORK FOR EACH EXHIBITING COMPANY

- 1) A High Resolution Company Logo
- 2) A Short Company Presentation
- 3) A precise Sales Job Offer / Advertisement of Agents' Search

YOUR COMPANY LOGO

Your company logo will be used:

- to promote your company profile among the Italian Agents before Forum Agenti takes place.
- to personalize your Exhibition Space Stand during the Forum days.

It will indeed be published in:

- the Official Guide of the Forum edition
- the Online Catalogue on ForumAgenti.IT
- E-mailings and Newsletters addressed to the Italian Agents
- Newspapers

A vector Logo (format *.ai, *.eps, *.pdf) is indispensable for a high quality graphic reproduction of your company logo on the Panel 90x90cm.

YOUR SHORT COMPANY PRESENTATION

A short presentation must be... short!

We suggest to write no more than 500 characters.
They are enough to describe:

- **WHAT YOU DO, The Company Market Sector and Activity**
- **WHAT YOU WANT TO SELL, The Company Products or Services**
- **WHY DO YOU WANT TO SELL IN ITALY, The Company Mission**

YOUR SALES JOB OFFER

*Or the so-called **ADvertisement of Agents' search***

What is an advertisement of agents' search?

An **advertisement** is a message to promote, sell or look for something.

An **advertisement of agents' search** is your message addressed to the Italian Commercial Agents which are already working in your target distribution channels in Italy.

It tells your story, what you want, what you are looking for.

It tells exactly the Profile of the Commercial Agent you need.

The better it is precise, the more our Team aims close at the right target.

HOW TO WRITE A SALES JOB OFFER

It is important to emphasize 4 elements:

- 1) **Which products** you want to introduce into the Italian market
- 2) The requirements your ideal Commercial Agent **must have**
(geographical area of work, experience in specific sectors, kind of clients portfolio, determined skills or abilities, etc.)
- 3) The requirements your Commercial Agent **should have**
(past experience in your sector of activity, the knowledge of a language, etc.)
- 4) **What you offer** *(support, information material, etc.)*

2) YOUR ADDED VALUE TO YOUR EXHIBITION STAND

Your Space Stand is already equipped and personalized.

You can pimp it up bringing something that helps the agents understand who you are and what you do.

You can place **one or two roll-up / totem** next to your desk.

You can show some **samples or catalogues** of your products on your desk or on specific displays.



A SUCCESSFUL JOB INTERVIEW

Phase 1: The Initial Part of the Job Interview

Keep in mind that Agent is already working. He sees an **opportunity** to work more in you. Just like you do.

Have a **positive attitude**.

Keep behind your eyes their CV if you have it.

Anyway, have a pen and a paper to take notes.

Ask the permission to take notes.

Start the interview asking 3 questions:

1. Which their current principals are and which the past ones.
2. Which their current clients are and which the past ones.
3. Their turnover, the turnover trends in their area and which the goals they are proud of are.

A SUCCESSFUL JOB INTERVIEW

Phase 2: The Central Part of the Job Interview

After the 3 key questions, go to possible technical abilities, specific training or experience.

Let ask the Agent whichever thing you would know about them.

Some of the questions you could ask:

- 1) Why he/she wants to work with your company.
- 2) Which his/her goal if representing your company.
- 3) What he/she expects from this cooperation.

A SUCCESSFUL JOB INTERVIEW

Phase 3: The Final Part of the Job Interview

When the interview is about the end, Recruiters should know:

- 1) The reasons-why the Agent wanted to propose himself.
- 2) If his/her background can help introducing the Company products in the market. If the agent suits the Company, to tell it in few words.
- 3) If the Agent's expectations match what the Company is able to offer. In other words, if the Company suits him/her.

In front of the perfect candidate, do not let him/her go! Save the date for inviting him to visit the Head Office.

If the candidate was good but you prefer to go on interviewing other people, tell him/her the interview was good and that you will get back to him/her in the next few days.



That's all you need to know to have a great...



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Companies meeting Commercial Agents

**Thank you for your
attention 😊**

Agent321
**International Bureau of
Commercial Agents**
Via F. P. Bonifacio, 56
00156 Roma – Italia
www.agent321.com
Infoline +39 06.41.21.71.44

Sara Ficorilli
Officer of Forum Agenti
www.forumagenti.it
sara.ficorilli@agent321.com
Mobile +39 346.23.25.824