



RED KITE
INTERNATIONAL



Delivering International Business Solutions

Snapshot **S&S Media / Red Kite**

CLIENT

Software & Support Verlag GmbH (Frankfurt)

PROJECT

Set-up an international network of freelance sales professionals to sell S&S event sponsorships

OBJECTIVES

- **Recruit freelance sales professionals with relevant experience in US, UK and India**

COMPONENTS

- **Identify freelance sales professionals with experience of selling event sponsorship**
- **Evaluate candidates and create shortlist for client's approval**
- **Draft customised 'Sales Representative Agreements' for approved candidates.**

RESULTS

Successfully identified key individuals in all three markets and introduced the candidates to S&S Management for final approval. This is the first stage in the implementation of an international development strategy by S&S Media in which the international network of freelance sales executives will play a key role.