



east2world

commercialization area **more benefits**

Our Customers success is our success

This area was created with the aim of offering management services, sales distribution and marketing, based on the experience, motivation and passion of the team and of an innovative way that always contributes to give a differential value in every situation.

We provide our customers with the necessary solutions to achieve their goals by offering answers, commitment and constant innovation.





who we are

the voice of experience

Great businesses are built based on great relationships

Professionals, with more than 20 years of experience, in Sales, Marketing, Processes and Business Models, Distribution and Management in different International companies and Sectors.

We surround ourselves with a Team of Technological people specialists in all the influence areas.



total integration of strategy and tactics **an efficient execution**

An method to achieve a goal is to plan ahead

Some people call us “Consultants”, they say we do “Consultancy”.

But... is the best word to define our activities?

We give our customers more than the pure Consultancy far from reality (sometimes) and the action (always).

From *East To World* we provide the best of two worlds:

STRATEGY (analysis/consultancy)

TACTICS (action/execution plan)

Analysis, identification, diagnosis

Long term

STRATEGY

Knowledge
Experience

General Global Consultancy

Marketing Program

**TACTICS &
EXECUTION**

Solution and
implementation

Short and medium term



sales & marketing

Marketing and Sales are two very close functions with one common goal.

*The combination of these disciplines give us the strategic marketing model, which we adapt to the environment and needs of each company with one goal: **more benefits**.*

- Our main execution lines are the analysis, diagnosis, action plan and execution of sales and marketing actions.
- They can be global and/or partials by product, channel, segment...
- We always assume our customer's plan like ours and we work as if we were in the Company always oriented to the goals.



sales as the core and motor of the companies

the main lines

East To World offers 24-hour security service, to ensure customer information

DISTRIBUTION MODELS

- Direct, Indirect and/or Mixed
- Channel Development

SALES MODEL

- Sales Management
- Outsourcing

MARKETING

- Actions with and for the channel...(Trade)
- Marketing and Promotion... (Positioning)
- Demand Generation... (Users)
- Telemarketing. (B2B, BtC)
- Call Centre Audits and Customer Care Process... (The Phone as a sales and loyalty too)

We also understand that today the **SALES** can not be and should not be an **ISOLATED DEPARTMENT**, we can add and coordinate sales and marketing synergies with different actions, plans and services. And how can other areas/department interact or influence in Sales.

Destroy Barriers...

Include Accelerators...

Make the difficulties easy...





design and creativity **web solutions**

COMMERCIAL / SALES

- E-Commerce
- Intranet
- Blogs
- Strategic Alliances

COMPUTING

- Programming
- Hosting
- Upgrades
- Integration with ERP and/or Other systems

DESIGN

- Creativity
- Visual communication
- SEO & Positioning
- Online advertising
- Marketing 2.0

public and press relations **communication**

INSTITUTIONAL

- Corporate
- Awareness
- Define
- Lead
- Communicate

PRACTICAL APPLICATION

- User
- Channel:
 - Wholesalers, Distributors, Agents...
 - Dealer, Retailers, Corporate Resellers
 - Professionals, Large Account
 - SMB





commercial law **legal**

ENVIRONMENTAL REGULATION

- Waste & WEE
- Batteries
- Packaging

COMMERCIAL LAW

- Contracts
- Best practices
- Copyright fee





information system

data solutions

PROCESS

- Reporting
- Logistic
- Financial
- Strategic Alliances

INFORMATION SYSTEM

- Practical Applications
- Global Systems. ERP
- Commercial (CRM)

CONTROL, TRACKING AND REPORTING

- Sell Out Report
- Positioning and Control (Prices, Competence...)
- Activities and Actions Tracking Report

personal development

human resources

CONSULTANCY

- Team Sizing and Optimization
- Remuneration Policy and Strategy
- Evaluation and Performance

EXPERIENTIAL TRAINING

- Customized
- Sales Representatives
- Product/Channel
- Motivation
- Organization
- Membership

EMPLOYEES SELECTION

- Senior and Middle Management
- Sales
- Administration





project management **achievements**

We work ROI oriented as a must in every execution, optimizing resources and analysing solutions in each case. And overall, we look for the best solutions adapted to our Clients projects. Costs control, expenses, and timing, always respond with our quality compromises.

At East To World, we focus to achieve all of the project goals and objectives while honoring the preconceived constraints. Those are scope, time, quality and budget. Also our challenge is to optimize the allocation of necessary inputs and integrate them to meet pre-defined objectives.





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www.easttoworld.com