Italians people of saints, poets, sailors and Commercial Agents

Enrico Seminara
Vice-President of Agent321 - President of Forum Agenti
Companies meeting Commercial Agents
A COMMERCIAL AGENT CAN BE

- MONO-FIRM, when he/she represents one single Company / Firm.
- MULTI-FIRMS when he/she represents more Companies.

In Europe:
There are about 450,000 Commercial Agents.

In Italy:
290,000 of them live and work in Italy.

Only by themselves, they represent the 66% of the EU total amount and they manage the 70% of the Italian GDP.
COMMERCIAL AGENT ‘s Numbers

Giovanni Gatti
20.01.1978
Milan - Italy
Commercial Agent

They Are 290,000

- They Handle 70% of GDP.
- They Cover 6,000,000,000 of KM per year.
- They Spend 2,000,000,000 €uros on cars a year.
- They Buy 220 New Car every day.
- They Spend 400,000,000 €uros on mobile traffic per year.
- They Earn from 60,000 €uros gross per year.
- Their average age is 45 for men and 43 for women.

(women represent about 10% of the total number of agents).
SELL!
SELL!!
SELL!!!
THE ADVANTAGES OF THE SALES AGENTS

- He is a mean between the Company and its Final Clients
- His clients will become your clients.
- You’ll know them, you’ll always have the Control on your Clients.
- He can help you find a Courier or a Warehouse.
- He is paid on commission.
- He is not one of your employee but he works for you.
- You pay him only when the sale is done.
- Last but not least, about 290,000 sales agents work in Italy.
INNOVATION
Commercial Agents contribute to a constant improvement of the company’s products or services, according to the needs and the taste of the clients.

RIGHT INVESTMENTS
A decrease of wrong investments is possible thanks to the Agents’ knowledge of the market and of the clients, due to their experience on the field.

COMPETITOR ANALYSIS
Agents know who the competitors are and what they are offering into the market.

LONG-DISTANCE MONITORING TOOL
Agents keep an eye on the clients and generally, on the market.

While they sell, they make a MARKET SURVEY, for free!

Companies meeting Commercial Agents
We founded in 1989 the first and most important website Platform where we publish sales job offers for agents. Today we manage the most important Italian websites:

Venditori.IT, CercoAgenti.IT, Rappresentanti.IT, Agenti.IT, Agenti.COM, NetworkAgenti.IT, OfferteNuoviMandati.IT, FNNARC.IT, Federagnti.ORG
B2B MEETINGS

In cooperation with the main Italian trade fair organizers, we offer our services to those exhibitors turning to us because they need agents. During the Fair, on site, we match them with agents from the reference sector.
AN INNOVATIVE IDEA: FORUM AGENTI

The strength of this Exhibition lies in the fast selection of candidates. 2 days - 1 single location, all the Agents from all over the Country.

Fourteen editions done
Twenty-five Countries
over Two-thousand Companies
over Ninety-thousand Visitors (Commercial Agents)
CZECH Companies

Bio Agens Research and Development - BARD s.r.o.
EBIA CZ s.r.o.
EKOSYSTEM spol. s r.o.
SAPEKOR s.r.o.
GB ENERGY EUROPE s.r.o.
MEDICEM International ČR s.r.o.
Life Episteme Italia

2014

Nutricius sro
Plastkon
Fakeer
ZDRAVÝ KOKOS s.r.o.

2015

Nutricius sro
Plastkon
Fakeer
ZDRAVÝ KOKOS s.r.o.

2016

 BLEX, a.s.
BRANO, a.s.
FANS, a.s.
FinEstate, s.r.o.
KOBIT, spol. s r.o.
NATURESTYLE, s.r.o.
Kvetna 1974 S.r.l. di CRYSTALITE BOHEMIA, s.r.o.
ROMiLL spol. S.r.o.
Barvy a Laky Teluria s.r.o.

2017

2018

2019

Companies meeting Commercial Agents
What can we offer today to break **down** the Business Frontiers?
Choose a plan

Online Services
We publish your AD on our website, all the Agents who are interested in the job offer, respond directly.

We create the AA based on your indications and necessities.

We put it online on our portals giving it the highest visibility.

We send a "targeted newsletter" addressed only to Commercial Agents working in that specific branch and selling in the reference market.
- 2 months online visibility
- E-mail marketing (only to targeted Agents whose profiles match the Company conditions offer)

All the Agents who will be interested in a job offer will respond to the Company autonomously, sending their personal information (CV, etc...).

The Company will have the right to contact all the Agents it deems most interesting.

€ 690

Forum Agenti Virtual.
Meet your Commercial Agents and do your job interviews by home.

We will set appointments for you and you can carry out your job interviews on the main communication tools: WhatsApp, Facetime, Zoom, Telegram etc.

You will only have to tell us if you have geographic preferences (North, South, Central or all of Italy) and specify the sector and we will manage the meetings.

The virtual Event is available for three consecutive days.

The virtual event (like the physical one) hosts in the three days, Consulting for Companies and Agents, Seminars and Training

The Company will manage all contacts with the Agents it has selected, in total autonomy.

€ 900

Just Found
This new tool offers companies the possibility to delegate to us all the work of research and selection of commercial agents.

We find the requested profiles and present them to the Company for final approval.

This method has two "level of fixed fee" and a percentage for us, on all the earnings produced in Italy, thanks to the sales network.

Percentages, duration of the agreement, exclusivity, may vary from case to case. We reserve the right to carry out all the checks necessary to start a good business

€ 400 First Commission of approval from us

€ 500 Second Commission after the company's approval, that will start with the agent

% usually 10% of the Agent's commission. If the Agent takes 10%, we take 1%

Companies meeting Commercial Agents
Are you interested in our services?

Any questions?

Let's talk in private?

Enrico Seminara
0039 335 1335935
enrico.seminara@agent321.com