



**FORUM** **Agenti**  
by agent321

*Companies  
Meeting  
Commercial Agents*

# Italians people of saints, poets, sailors and Commercial Agents

**Enrico Seminara**

*Vice-President of Agent321 - President of Forum Agenti*

Today

1950



*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.
- Theyr 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.

## NOT ONLY SALES

### INNVATION

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 en eye on the clients and generally, on the market



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

## OUR SERVICES

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**

**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**  
**ROmiLL spol. S.r.o.**  
**Barvy a Laky Teluria s.r.o.**

**CRYSTALITE BOHEMIA, s.r.o.**

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

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What can we offer today  
to **break down**  
the **Business**  
**Frontiers** ?



# Choose a plan

## Online Services

We publish your AD our web site, all the Agents who are interested in the job offer, respond directly.

We create the AA based on the 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**

Online Services

## 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 ecc.

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 it's 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**

Virtual Forum

## 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%

Just Found

Are you interested in our services?



Any questions?



Let's talk in private?



**Enrico Seminara**

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