EUROPEAN
SALES
INFLUENCE

ESI PARTNERS eG

YOUR PARTNER FOR EUROPEAN
FIELD SERVICE IMPLEMENTATION

CUSTOMISED SOLUTIONS FOR PAN-EUROPEAN REQUIREMENTS

IN A NUTSHELL

The ESI Partners eG is a cooperative of Field Marketing & Sales agencies that activate your brand and boost your sales. With our combined experience and local market knowledge, we offer bespoke and effective services all over Europe.

PAN-EUROPEAN MANAGEMENT

Our pan-European management coordinates project activities, centralizes communication and facilitates project implementation across borders.

LOCAL EXPERTISE

We understand the demands of the individual European markets and support global brands with the realization of sustainable brand experiences based on market needs.

EUROPEAN SALES INFLUENCE

ESI KEY SERVICES

EUROPEAN SALES INFLUENCE

PAN-EUROPEAN MANAGEMENT
Centralized Project Development & Coordination

DIGITAL SOLUTIONS
KPI & Reports, CRM, Picture Database, Trainings

MERCHANDISING
POS Optimization, Installations And Replenishment

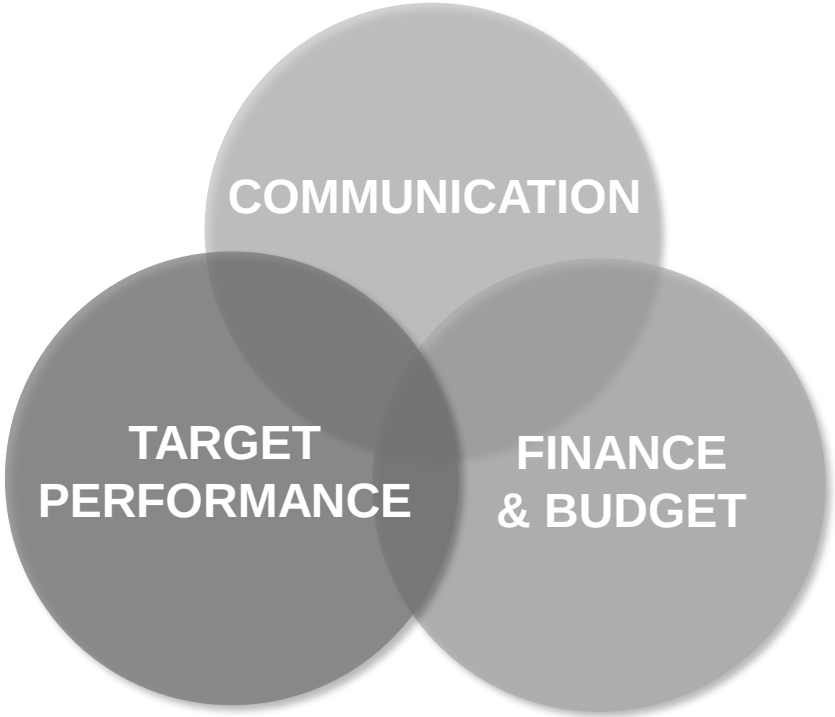
PROMOTION & BRAND ACTIVATION
Active Sell-out Support And Product Demonstrations

SALES FORCE
Active Sell-in Support And Retail Networking

TRAINING
Retail And Field Force Trainings And Development

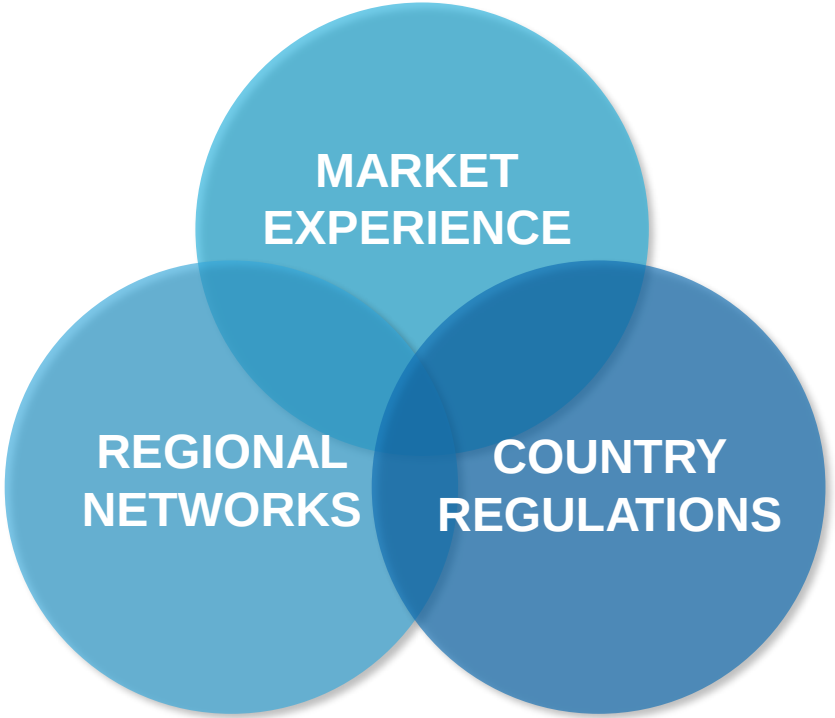
WE FACILITATE PAN-EUROPEAN IMPLEMENTATION

YOU THINK GLOBAL…



.We meet your quality expectations in all markets through consistent and centralized project development.

…WE IMPLEMENT LOCAL



Our agencies are experts in their markets and know how to ideally realize your projects locally.

PAN-EUROPEAN MANAGEMENT & COORDINATION

COMMUNICATION & QUALITY CONTROL

- strategic project development and constant improvement
- central process management and supervision
- definition of standards and central processes
- cross-country exchange and communication flow
- comparable quality monitoring & coaching

DIGITAL TOOLS & ENABLERS

- setup and provision of all relevant
  IT systems and enablers
- live data review and summary
- control and analysis of results & quality
- digital & physical innovation to empower local teams
- trends and development

PERFORMANCE & KPIS

- ROI and performance tracking
- central reports and analyses
- target oriented action plans
- rewarding and celebrating wins
- optional: centralized budget controlling & invoicing

ESI DIGITAL HUB

CRM DATABASE
Collection, management & analysis of data

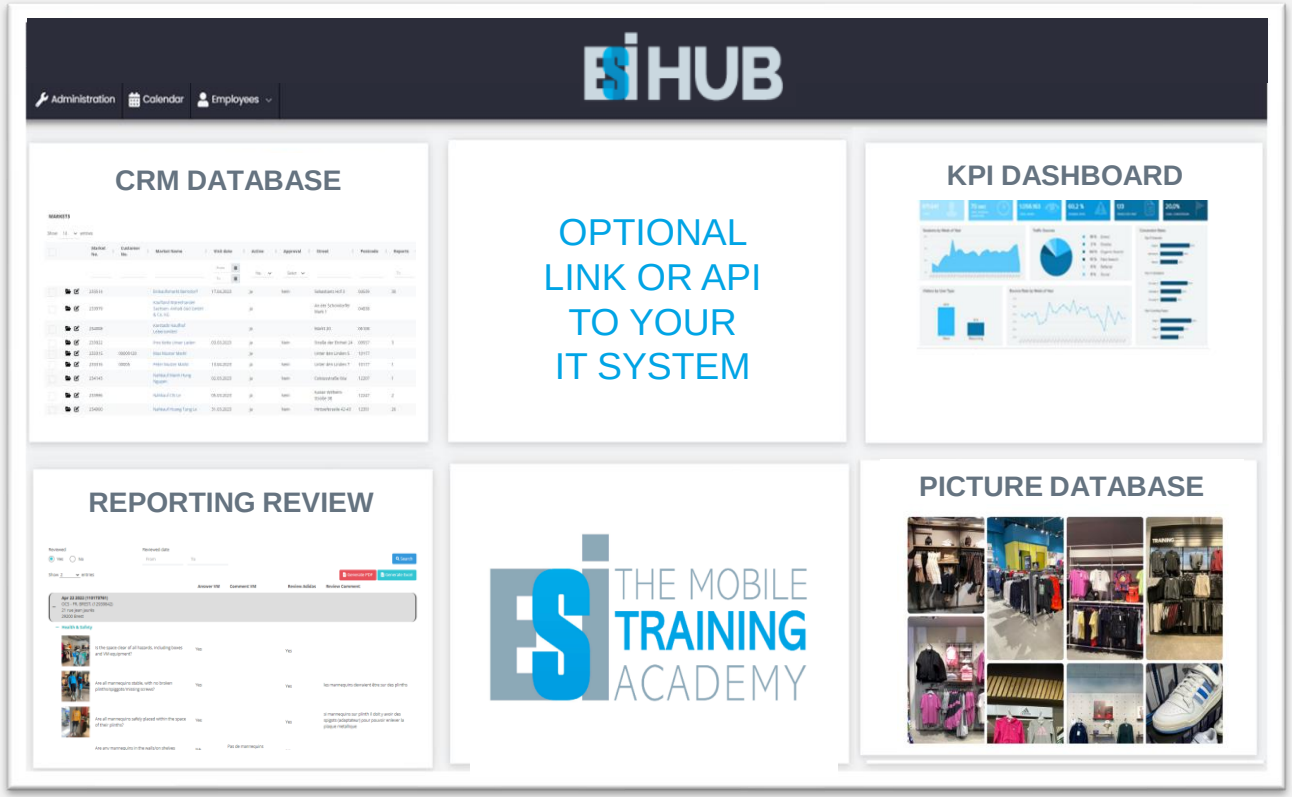
ONLINE TRAINING ACADEMY
engaging & interactive digital training modules

REPORTING APPS & SURVEYS
flexible reporting & audit surveys

REPORTING REVIEW
option for clients to audit & rate surveys results

PICTURE DATABASE
with download, tagging, filter & editing options

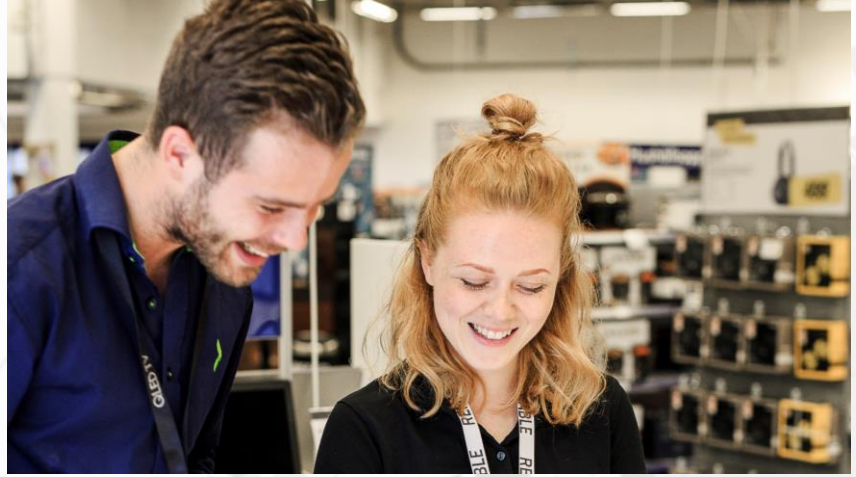
KPI ANALYSIS DASHBOARD
real time access & option to filter regional levels



INNOVATIVE & BESPOKE DIGITAL SOLUTIONS ENABLE TEAM PERFORMANCE & BUSINESS SUCCESS IN EUROPE

+755.000

FIELD SERVICE DAYS



12.553

TRAINED FIELD STAFF

2.717

EMPLOYED PERSONNEL

+35

COUNTRIES IN EUROPE

60.000

POS VISITED

+130M€

TURNOVER

REFERENCES

Our experience is based on close partnerships with global brands and ranges across various industries

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CONTACT US

Alessa Begemann
Managing Director

+49 176 23960394
alessa@esi-partners.com
www.esi-partners.com

Brenda Bertol
Business Development Manager

+49 152 23620891
brenda@esi-partners.com
www.esi-partners.com

ESI Partners eG | Kasteler Str. 22-24 | 65203 Wiesbaden | Germany

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