

SalesPlus

WE SELL FOR YOU



SalesPlus is a partner led business with over 50 years combined expertise and experience which assists you and your company to reach critical buyers and decision makers, quickly and effectively. We use our expertise and connections to assist Irish companies enter export markets. We can draw on detailed research to ensure that companies coming into the Irish market gain effective and speedy access to our marketplace.



Willie headed up a PLC Food Group subsidiary in Ireland and ran a sizable Global Company in the Middle East. He also led the InterTradeIreland Acumen Programme for 10 years. He has negotiated and concluded deals at the highest level and has accumulated the battle scars and marketplace successes that underline his experience. In sales for 40 years, Willie is a proposer and closer of expert level who also knows when to say no. He has an experienced nose for a deal and an eye for opportunities.

Willie H Maxwell
Marketing Director
00 353 86 1727200
willie@salesplus.ie



Michael was Sales Manager for a number of leading Animal Feed companies, both in Northern Ireland and the Republic of Ireland. Michael then spent 10 years implementing InterTradeIreland's mission to grow cross border trade in both directions. He has worked with hundreds of companies across numerous sectors. Michael has vast connections and has access to business influencers throughout Ireland. Michael knows how to build trust. He partners with his clients and their customers to foster long lasting business relationships that deliver mutual benefit.

Michael McElroy
Operations Director
00 353 87 2855007
michael@salesplus.ie



Siobhan joined with AOL when they set up in Ireland and then worked for several years in the BPO services division of global media company Bertelsmann. Siobhan leads our research and client support functions. She brings a global perspective and skill-set to our operation and enables us to utilise the smartest and the most effective systems and processes on behalf of our clients. She interrogates our databases and our contacts with each project and ensures the assignment is serviced in a focused and efficient way so that the optimum result is achieved for every client.

Siobhan Brennan
Client Research & Support Manager
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We have detailed sectoral databases from work we have done in recent years. We have engaged with critical influencers and key decision makers. We draw on our expertise and experience to reach the target marketplace quickly and effectively. We involve you in each step of the process. We alter the approach and process if market results and feedback dictates that this is necessary.

Working out with you what resources you need to get sales

Route to market diagnostics and strategy

How to ensure market development and growth

How to manage key accounts and key relationships

Recruitment, mentoring and management of sales teams

Accounting reporting and control issues

Services

What we do

Delivering Results for your Business

Preparation to sell to the Retail multiples

- Preparing a costed pitch
- Accompanied negotiation
- Finalising supply contract
- Assembling logistics for profitable implementation
- Agreeing payment terms
- Delivering & maximising sales results

Select & negotiate wholesaler or distribution agreements

- Preparing a costed pitch
- Accompanied negotiation
- Finalising supply contract
- Negotiating order and delivery schedules
- Agreeing payment terms
- Ensuring optimum coverage and profitable distribution

Marketing

- Email campaigns
- Direct mail campaigns/mailshots
- Telephone follow up
- Telephone canvassing
- Telephone appointment setting
- Telesales
- Social Media Marketing

Research

- Telephone & online market research
- Telephone & online satisfaction surveys
- Follow up on leads generated for other sales and marketing activity

Promotions

- Arrange and execute promotions
- Provide high impact stands and material for exhibitions/tradeshows
- Provide additional professional selling resource for exhibitions/tradeshows
- Assist with training for key personnel for these events

Sales

- Tailored sales solution for client companies
- Highly skilled people with the expertise and the sales processes to optimise your sales
- We can do it more cost effectively than many companies can do themselves.
- Deliver a clear understanding of what works well and what requires adjusting in your business



The Growth of Tiger Stores in Ireland has been phenomenal from the first store in 2011 to 15 stores today. During our launch, and then as we developed, we turned to SalesPlus to carry out research project work to assist with our expansion plans. They delivered real insights and quality work. We will use them again when we have a requirement and we will be pleased to recommend them to other companies

Gillian Stringer

Tiger Stores
Ireland & Northern
Ireland



Michael McElroy and Willie Maxwell of SalesPlus managed the InterTradelreland Acumen programme for over 10 years. During that time they were always professional, enthusiastic and sales focused. They have an extensive knowledge of numerous sectors and markets across the island. Throughout the time they were managing the programme it produced, and continues to produce, real results for Irish SMEs.

Paddy Savage

Operations Manager
InterTradelreland
Newry



Willie is a unique individual that has the ability to operate at the top of his game with both a PLC and a start up business. He is a strategist, a clear thinker and has a great nose for business. I trust Willie to the highest degree possible and have no hesitation in recommending him. Willie is a true expert in his field that could easily run the country

Marcus Isherwood

Managing Director
Creative Media
Omagh



I found SalesPlus an excellent company to deal with; they understood our needs and used their connections in our marketplace to help open doors to new business. With their in depth knowledge of Northern Ireland I would definitely recommend SalesPlus to other companies looking to sell in Northern Ireland.

Damian Loughrey

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