

Actively Selling & Marketing Your Content

EMpact Sales™ Division

part of the EBSCO group



Looking to Make an EMpact on Your Sales Success?

EMpact Sales™ is your answer.

What is keeping your organization from reaching its full sales potential in the global marketplace? Are you lacking resources and losing sales revenue because you simply do not have enough “feet on the ground”? Have language and/or cultural barriers stymied your sales growth?

EMpact Sales offers active selling of your electronic content backed by the time-tested experience of a company you know and trust. EMpact's strong global presence, through its affiliation with EBSCO, makes it the ideal partner to expand your sales scope and promote your products worldwide.

Active Selling for an Active Market – As part of the EBSCO group, EMpact brings an expanded team of sales and marketing professionals working alongside EBSCO sales representatives, all who have years of experience working with publishers and libraries. Through EBSCO's established global infrastructure, the EMpact team partners with you to actively promote your e-content collection in strategic, targeted global locations.

With the support of fully staffed offices in 23 countries worldwide, EMpact's global reach makes it possible for content providers to take advantage of opportunities they might otherwise miss.



“Our collaboration with EMpact Sales™ has provided us an effective way to serve customers in parts of the world who were previously out of reach. Partners for almost two years now, we are pleased with the ongoing results generated by the EMpact Sales team and look forward to many more successful years together.”

Tom Taylor
Vice President
SAGE

If the Marketing Fits...

The successful promotion of your e-content is the number one priority of EMpact Sales. To achieve optimum results we custom-fit our resources to your specific needs. EMpact's marketing staff, working out of EBSCO headquarters and regional offices, will create a custom marketing, promotion and sales plan that will include a variety of mediums that will best help your organization to reach its sales goals.

Services available in select global markets include:

- face-to-face prospect selling
- telemarketing
- marketing and promotional materials in local languages
- Internet marketing and direct mail campaigns
- advertising in EBSCO serials catalogs and Web sites
- co-op advertising in trade publications
- representation at appropriate local conferences

The EMpact of Full Representation

As the worldwide marketplace continues to merge into a singular global economy, content providers, now more than ever, are looking for ways to expand their sales into un-tapped markets and to re-energize revenues in locations experiencing lackluster sales. However, the time and expense investment needed to establish sales profit in new and emerging markets is considerable.

EMpact's established global reach makes it possible for publishers to reach potential customers they may otherwise miss at a fraction of the cost it normally would take to internally foster new sales presence in developing global markets.

When you partner with EMpact, we handle the direct selling and active promotion of your e-content; you retain control of the financial and licensing terms.

The EMpact Edge – Local Service, Global Support

Existing Markets, Emerging Markets

Whether building your presence in existing markets, or helping to navigate uncharted territories, EMpact will prove to be a formidable addition to your sales team in areas where you have opportunity – a single, strong, familiar partner in a newly expanded role.

Local Service Backed By Global Support from EBSCO

EBSCO has worked closely with publishers, libraries and corporations for more than 60 years. As a natural intermediary between publishers and other groups, we share the interests of the more than 79,000 publishers with whom we work and the many customers we serve.

EMpact provides local service with global support in both emerging and existing markets—representatives who speak the local languages, work in the local time zones, and understand the local culture and business protocols. We are proud to have more than 130 librarians on the EBSCO team, as well as experienced professional, technical, support and service staff.

The Strength of EBSCO – Stability You Can Trust for the Long Run

We understand your reputation is in our hands. EBSCO's solid financial backing means our financial obligations will be met. EBSCO consistently earns a Dun & Bradstreet financial strength rating of 5A1, the highest awarded. The company regularly appears on the Forbes list of the largest privately owned corporations in the U.S.

Our representatives have produced successful sales results for publishers in:

Spanish-speaking Latin America	The Nordics
Brazil	Greece
Caribbean basin	Spain
Korea	Portugal
Taiwan	Italy
Hong Kong	Eastern Europe
Germany	Australia
France	New Zealand
Southeast Asia	Africa
Benelux	United Kingdom
Switzerland	United States
Austria	Canada

“We are pleased that EMpact is expanding the international reach of the cutting-edge scholarly information in our journal publications through its strong relationship with consortia, and librarians in Asia, Eastern Europe and Latin America.”

Tom Mulak
Senior Vice President
Mary Ann Liebert, Inc.



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