

# SALES HOUSE started a new international cooperation

**Praha/Bratislava, 2.11.2015: SALES HOUSE moved international cooperation to a new level. In August this year it became an associate member of the European association of strong sales-promotion agencies SERVICES INTERNATIONAL SALES.**

SALES HOUSE decided to bring to the Czech and Slovak market new innovative international know-how and experience in sales-promotion as well as effective principles of international cooperation in the region for sales-promotion projects. SALES HOUSE is substituting a long-term cooperation (1993) with CPM network in this new unique association of sales promotion agencies which allows its international clients to implement pan-European projects on the same principles in practically all European countries.

## **Sales Services International - a powerful European network**

Sales Services International (SSI) is the ultimate gateway to Europe for Field Marketing services for pan-European campaigns and programmes. Each member has extensive expertise in this challenging business with specific knowledge and a deep understanding of local markets, consumers, target group locations, culture and customs. All of Europe in one hand and yet providing a tailor made approach. That is the power of SSI.

## **Core Business**

SSI's core business is active below the line communication and sales and merchandising services focusing on the point of sale: face to face communication, flexible sales forces for strategic and tactical actions, shelf service, auditing, mystery shopping, decoration and placement services, concepts and events. SSI members work across a range of sectors from FMCG to alcoholic drinks to financial services and telecoms.

## **Added Value**

SSI members are absolute experts that convert assignments with consistency and that are tailor-made to their home markets. They operate independently but cooperate with their SSI colleagues in a most (cost) effective way. They share best practices and join forces on developing new services. SSI provides a guarantee for top quality, effectiveness and tailor-made actions, making a difference to our customers' competitiveness and success across Europe.

SSI ([www.ssinetwork.com](http://www.ssinetwork.com)), with headquartered in Zurich, Switzerland, currently has 21 associate members, who operate in 24 European countries.