



For growing companies

Proposed professional services: **Commission & Retainer Sales**

Exotake is a specialized professional service group with several affiliates and geographically distributed entities.

We are headquartered in Fort Lauderdale, Florida.

Our mission statement is to support technology providers in the Media Entertainment Technologies (M.E.T.) universe in developing business, establishing sales and managing recurring revenue streams in overseas markets including Latin America.

We are specialists, operating exclusively in the M.E.T. segments of interest, namely:

Acquisition and Production

- Capture accessories, devices and Software**
- Metadata capture**
- Telecollaboration**
- Digital news solutions**

Distribution and Delivery

- Advertising | Analytics | Media sale solutions**
- Connected TV | Streaming Media devices**
- OTT | Hybrid | IPTV**
- Streaming media devices | Mobile TV apps**
- Content delivery Networks**
- Content Discovery Solutions**
- User Experience | GUI**
- Streaming | Webcasting**
- Test and measurement equipment | QoS**

Management Systems

- Digital asset management and storage**
- Digital Rights Management | Content Protection**
- Search | Metadata Software | Applications**
- Workflow Software and Solutions**
- Video Content Servers | Video Processing**
- IaaS | PaaS | SaaS for media delivery**



For growing companies

Exotake is a pure play professional services company, thus differentiating ourselves from generic intermediaries and third parties.

We are NOT "consultants": we will not limit ourselves to supplying recommendations to you. We are tooled and skilled to carry out all the typical tasks of accomplished technical sales managers, sales directors, product managers, account managers, software developers.

We will work under strict exclusivity for you whenever a retainer is included in our agreement; under such circumstances your pipeline of opportunities will be considered exclusively yours and we pledge NEVER to introduce any of your direct competitors to the same opportunity we have been cultivating on your mandate.

Our strength lies in representing the technology supplier DIRECTLY, thus creating the necessary channel of trust with the buying prospects in the region.

We have 10 years of established operations in the LATAM region, counting on an extensive network of collaborators and partners.

We can scale our services to mirror your current situation as well as your pre-disposition to use channel partners, your penchant for international sales, your required degree of involvement and control you want to retain.

A brief outline follows, describing a simple form of cooperation, designed to prepare the ground for your entry into new markets.

Commission & Retainer Sales is a commission AND *retainer remunerated service*.

The service family selected is Sales management, replicating with Exotake the operational set up your company would have in a foreign market if acting there directly. The mode suggested is resource-based, with a specialized resource allocated by exotake

This form of cooperation can be extended in time as well as in territory depending on the results achieved, notably to manage new accounts and new customer and upsell or generate recurring sales, running software management contracts and consolidating the market presence.

Services Offered



- Sales management for your solution
- Integration of a new region in your global sales
- Lead generation and qualification, opportunity reporting , cultivation,deal negotiation and first phase invoicing monitoring

Scope and Responsibilities



- All the deliverables of business development and marketing are included in sales management
- Account management is a successive task and therefore NOT included in sales management
- Exotake produces a complete sales effort, based on the resource mode of engagement

Territory



- Latin America exclusively: choose any countries from the following List: Chile, Argentina, Brazil, Paraguay,Peru,Colombia,Ecuador ,Mexico ,Uruguay, Bolivia
- Target customer segments: please indicate explicitly in your request

Remuneration



- Based on a professional services retainer, charged monthly, plus approved costs ,depending on the number of required marketsand on the detailed scope of work agreed upon, coupled with a commission level depending on the solution type and on the maturity stage in the target market

Duration - Termination -Service evolution



- A minimum of 6 months' effort per country is required .
- Specific marketing event attendance fees as well as exhibitor's fees are charged separately, on a cost basis
- Can be terminated with a 4 week notice.
- Service evolves naturally to Account management and Local Operations