

## Accucoms announces four new sales representation agreements with publishers.

Accucoms announced today that they have signed 4 new sales representation agreements with publishers in the last few months. Three of the agreements are for new clients and one of the agreements is to deliver representation services in Europe in addition to the US for an existing client.

**Rockefeller University Press** has signed an agreement for Accucoms to provide sales, marketing and customer support within Europe. Gregory Malar, Business Development Director, Rockefeller University Press, explained "One of the key reasons we decided to enlist the help of Accucoms as a sales channel in Europe was that we were finding it difficult to manage all the different languages, markets and cultures within such an important region. We believe that Accucoms has greater language expertise and market knowledge than we could support internally, and, of course, their location makes it possible for us to be represented in person to a much greater extent than we could do on our own. I like their approach and believe they have a lot of experience within the organisation, which is crucial for success in marketing and selling academic journals.

**The Royal Society of Medicine Press** has had an existing agreement in place with Accucoms to provide sales representation services in the US since 2006. Ian Jones, Head of Sales and Marketing at Royal Society of Medicine Press said "it was becoming apparent that we needed more activity on the ground in Europe. We just didn't have the capacity to serve the market in the way we needed to and we recognised we were missing out on opportunities as a result. Our relationship with Accucoms in the US has been highly successful and so they were the obvious choice to represent us in Europe too."

**123Doc** sells Ebooks on behalf of many leading academic publishers. They recently signed an agreement for Accucoms to sell on their behalf in Europe. Sabine Guerry commented that "it is more efficient and cost effective for us to outsource sales than to support our own sales force. We represent many leading medical publishers and Accucoms is familiar with our clients and understands our customers and our market really well. We see it as a win-win relationship."

**Professional Engineering Press** has signed an agreement for Accucoms to represent them in Turkey. Mark Lord, Marketing and Development Manager said "the deal was presented to us by Accucoms following a telemarketing campaign they had undertaken on our behalf. They had discovered significant interest in our content and felt there was a great opportunity for us to grow our business in this region. With first hand market knowledge and contacts with the key library buyers, it made perfect sense for Accucoms to represent us."

Pinar Erzin, Managing Director, Accucoms, explained that "we are thrilled that these highly reputable publishers are joining us and look forward to helping them achieve their goals. In these difficult times, publishers are looking to maximise return on their investments and to keep costs as low as possible. By partnering with Accucoms, our clients are able to minimise costs whilst still promoting and actively selling their content. We know the markets we operate in very well and have built up good relationships with key buyers within the library community. Therefore, we are well placed to deliver an excellent service to our clients."

### Contact Details

Egon Menardi, Tel: +31 (0)71 5247630, Fax: +31 (0)71 5280628, Email: [egon.menardi@accucoms.com](mailto:egon.menardi@accucoms.com)

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, and in US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.