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OECD and the GSA Select Accucoms for Sales Representation

Accucoms (www.accucoms.com) announced today that it has reached new sales representation agreements with the Organisation for Economic Co-operation and Development (OECD) and the Geological Society of America (GSA).

“We are delighted to expand the scope of our relationships with these two internationally renowned organizations,” said Pinar Erzin, Managing Director of Accucoms. Accucoms will represent the OECD in South America (Argentina, Chile, Uruguay and Paraguay) and the GSA in Europe and throughout Latin America.

“In order to position GSA books and journals first among researchers outside of North America, we want a partner who can communicate with our customers and prospective customers in their native languages and, most importantly, provide us with feedback to assist in developing deliverability and pricing structures that will meet the needs of these markets in coming years,” said Jon Olsen, GSA’s Director of Publications. “Accucoms is capable and committed to our success, and we expect that this relationship will help us increase sales and improve service as we keep pace with dynamic global markets.”

“South America is a growing market but one that is very different from Europe,” noted François Barnaud, OECD’s Head of Marketing. “We were seeking a partner that understands the local market and can help us navigate effectively there. Accucoms is that partner. They bring in-depth market knowledge and a track record of delivering results. We are looking forward to working with them to increase our distribution in an important growth region.”

“While the current economic climate presents challenges, there are still many opportunities for professional and scholarly publishers,” said Erzin. “It does, however, require more flexibility than in the past – and a better understanding of local market conditions. Accucoms is well-positioned to provide publishers with not only a local sales presence, but guidance on how to best position their products in a rapidly changing and increasingly competitive environment.”

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