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Future Science Group Partners with Accucoms for Dedicated North American Sales Representation

Accucoms (www.accucoms.com) announced today that it has reached a new agreement with Future Science Group (FSG) to provide dedicated sales representation in North America.

“We are pleased to expand our relationship with FSG,” said Pinar Erzin, Managing Director of Accucoms. “Accucoms has provided North American representation services to FSG since January 2007. Building on the strength of that relationship and our history of success, we will now be managing a dedicated sales representative on behalf of FSG.”

“North America is the largest serials market in the world,” noted Simon Boisseau, Sales Director at Future Science Group. “In the current economic climate, we determined it was important to move to a dedicated representation sales model in our most important market. We elected to work with Accucoms rather than hiring a representative directly due to the level of sales support, customer service, and market knowledge that Accucoms is able to provide. While FSG has historically been very strong in the corporate market, we are looking to Accucoms to help guide our expansion into academic and hospital markets, where FSG has a lot of room for growth.”

The expanded partnership with FSG has led to the creation of a new sales position at Accucoms.

“We are thrilled to announce that John Banionis will be joining Accucoms to support FSG as North American Sales Manager,” said Erzin. “John comes highly recommended. He knows the North American serials market and understands the challenges facing both publishers and librarians.” Banionis joins Accucoms from the Taylor & Francis Group, where he was Sales Executive, Central Region.

“Accucoms is a dynamic organization that provides an important service to both publishers and librarians,” said Banionis. “I’m excited to join Accucoms and am looking forward to helping FSG accelerate their sales growth in North America.”

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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.