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## **Accucoms signs CHEST as their first client for sales representation services in Latin America**

Accucoms, a leading provider of sales and marketing services to scholarly and society publishers, announced its first agreement to deliver its recently launched sales representation services in Latin America. CHEST: the official publication of the American College of Chest Physicians (ACCP) has been a client since January when it signed up for European sales and customer support services.

Stephen Welch, Vice President, Publications and Editorial Resources and Executive Editor of CHEST said of the move, "We see Latin America as an area of enormous opportunity and are looking forward to generating new business in this market. We also believe that there are many organisations in this region that would benefit from the practical and clinically focussed content in the journal and as part of our mission is to educate, the agreement will not only serve a business objective but it will help fulfil the mission of the organisation." Of the relationship with Accucoms thus far, Mr Welch went on to say "Accucoms are an extremely proactive organisation. They clearly understand the business very well and we have every confidence that they will be able to expand our business into different parts of the world in order to generate new revenue and fulfil our mission. They understand and respect our goals and objectives."

"We only recently launched this service and we are extremely encouraged that our first client is someone we already have a relationship with. It proves that our services and our methods are delivering results at the highest level." said Pinar Erzin, Managing Director Accucoms. "We do understand both the mission and business objectives of CHEST and hope to serve them well in this potentially lucrative market." Of the services that CHEST has signed up for, Pinar went on to say "this market is extremely difficult to break into without the knowledge of the region and the industry contacts. We have spent a long time researching the market and believe that outsourcing sales to us delivers a low risk, low cost route in for publishers."

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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 US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.

CHEST: is the official publication of the American College of Chest Physicians (ACCP). ACCP is world's largest clinical society of chest medicine specialists with more than 16,600 members in over 100 countries. Members include physicians, allied health professionals, and PhDs from the specialties of pulmonology, critical care medicine, thoracic surgery, cardiology, sleep, and other chest-related specialties. Founded in 1935, the ACCP works to promote the prevention and treatment of diseases of the chest through leadership, education, research, and communication.