



# AROZZI CASE STUDY

*How Vparagon helped the Swedish gaming accessories company sell their products in Southern Europe and the Netherlands*



*KEEP YOURSELF IN THE GAME!*

## ABOUT AROZZI

Arozzi is a Pro Gaming Gear brand founded in Sweden in 2013. Their gaming chairs are built in the spirit of Esports and feature an ergonomic design with high levels of comfort.

Their gaming accessories have a refined aesthetic that draws inspiration from the world of motorsports.



In early 2018 they started working together with our outsourced sales agency, Vparagon. Our responsibility was the sales development of the company in Spain, Portugal, the Netherlands, Greece, Israel, and Turkey.

Firstly, it is important to understand our client's business and the profile of its clients, both on the B2C level and on the B2B one.

Afterwards, parallel searches in the countries of interest are conducted by our independent researchers in order to identify smaller and bigger retailers and distributors.

Upon finishing the research, the received information is filtered, analyzed, and enhanced with the contact details of the decision-makers, owners, and managers in charge of those businesses. These details are rounded up by telephone numbers, email addresses and LinkedIn or Xing accounts.





We found 1271 retailers and distributors, both small and big.

Firstly, Vparagon's salespeople team in Portugal, Spain, Greece, Turkey, and Israel started contacting them via email. The sent emails were tracked with our sophisticated tools. We were able to check how many emails were opened, on how many of them the product links were clicked on, or how many times were those emails are opened. In that way, the prospects who showed the most interest are prioritized.

In order to achieve a continuous communication channel, the process had to take place in waves. A smaller amount of business was emailed; after that, we monitored the results and then we called them.

Once, the salesperson felt that he was ready to another number of prospects; therefore, another set of emails was sent to new prospects in the country of interest. This way, we were able to maintain consistency.



It should be noted that we contacted our subjects in their own language and initially generated 184 opportunities. Out of those opportunities, 124 became our direct clients or clients on the distribution channel, generating revenues of tens of thousands of Euros.

The idea was to either sell directly to big resellers on those markets or to find a distributor on the market of interest and generate sales to small and medium retailers through our network of salespeople.

By means of this approach, we ensured that the small and medium retailers were satisfied because they could discuss directly with Arozzi, their questions were answered, and problems such as missing spare parts or returns were directly solved with the mother company.

On the other hand, the distributor was pleased because he had a team of salespeople generating sales on his behalf. Last but not least, our client, Arozzi, showed great satisfaction as they could see their sales increase.





After finding a distributor in the Netherlands, it was important to establish a good and healthy collaboration with them, as well as help them increase their sales all around the country. As we created personal friendly communication with multiple retailers in the country, we could contact them regularly and generate sales.

Furthermore, in collaboration with the distributor, we helped smaller retailers that could not store bigger quantities to sell more on their online store via drop shipping.

Despite its size, a small retailer with a fantastic online store could generate great sales.

Together with the distributor, we prepared an offer that was sent to all internet cafes and generated sales in bulk.



After long negotiations in Spain, we established a collaboration with the distribution company SCE (Computer support and services in Rivas-Vaciamadrid) and its retail store Quonty (Consumer Electronics in Alcobendas, Comunidad de Madrid).

Having established communication with SCE, we once again started contacting retailers all around the Iberian Peninsula, including Portugal.



Likewise, we started the collaboration with the distributor “Five Exits” in Israel.



Furthermore, Vparagon helped Arozzi translate its Facebook page in Spanish, Portuguese, Greek, Hebrew and Turkish. This way, we made communication easier and facilitated cooperation and collaboration by helping the company understand the cultural differences in various territories.

At the cost of one inside salesman, Arozzi managed not only to have a team of salespeople selling products in various languages all across Europe, but also to support those sales by means of the whole mechanism, sales management, and sales processes. In short, we avoided the risks and commitments of having an inside sales team.





## Challenges on the distribution channel



After establishing communication with the decision-makers of the main distribution companies, a major challenge in the distribution channel of gaming products in Europe was to negotiate the terms and conditions that would make a collaboration attractive for our subjects. Most of the distributors on a new market already trade similar products in the niche. Breaking the ice, introducing our own brand and taking part of the existing market by keeping the profitability of our products is not always the easiest task.

Another important challenge is that traditional trading channels, contrary to software companies, are less familiar with an inside sales approach that could replace the traditional business visit. The technological progress of the last years is changing the sales environment and making it possible not only to contact distributors and big retailers, but also to actively help them with their marketing and sales strategies. A win-win-win approach for all the parties involved (distributors, retailers and client company).

## Vparagon's advantages

### Native salespeople

Vparagon's team consists of international salespeople based in different countries, salespeople that are proficient not only in their native language but also in English. Vparagon provides sales services in German, French, Italian, Spanish, Portuguese, Greek, Turkish, Hebrew and other languages.

Apart from their language skills, our salespeople also know the culture of the country we are targeting and, in many cases, pay personal visits to our prospects.

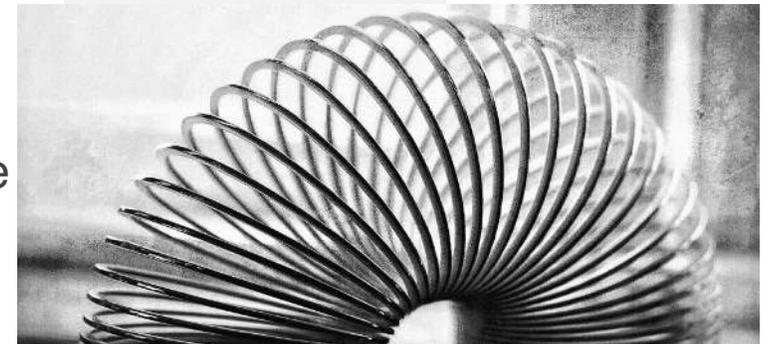


## Educational Background and practical sales experience

Vparagon is a sales outsourcing company, not a call center. The biggest challenge we have is to find a combination of the right educational background, preferably in Business or IT, with proven sales experience. This is not always the easiest task. We have long-term collaborations with our salespeople and know exactly what their capabilities, working ethos and strong points are. Furthermore, we only engage with the right ones depending on the needs of each project.

## Flexibility

When you want to sell on a global scale, you need to be able to make calls to different countries in different time zones. Our sales agents are capable of making such calls because they plan their working schedules in accordance with the needs of our customers, a benefit that an inhouse team can not provide.





## Translations

Vparagon's team can translate Arozzi's marketing material and help the website target different markets by providing information in local languages. Vparagon is able to translate commercial and trading documents in all major European languages such as Spanish, French, Italian and Portuguese, but also in Russian, Turkish, Greek and Hebrew.



## Proven and tested sales tools

We use a variety of proven and tested sales tools, primarily for lead generation, but also for smart emailing and following up.

The leads we provide are of excellent quality, as they are based on the best possible information you can find.





## Practical sales experience and centralized control

Vparagon offers an A-Z sales solution. We try to ease the burden of the whole sales process and only bring you in if your involvement is absolutely necessary.

All the operations are controlled by Alex Valassidis personally, and he always knows where we stand in each project.

Alex is a bi-lingual Greek – German. He studied Business Administration and Marketing in Bielefeld, Germany, and most importantly he has a very strong sales background, having actively sold a variety of products and services on multiple international markets and in different industries, either directly or through the channel, for the past 30 years.



## Competitive Price

Our philosophy is to have many different clients to whom we can offer substantial value. We want our clients to pay a fair price and aim to have a long-term collaboration with them.

We prefer many different clients to a few big ones, because we don't like to depend on a limited number of contacts. That, in turn, is a tremendous advantage for our clients because...

Vparagon is always going to tell the truth and act in the best interest of its clients, simply because we do not depend on them – instead, we are truly interested in helping them. We are here to make their company thrive and to bring value to it, even if this entails telling the hard truths that no one would like to hear. We are a sales outsourcing company that understands how the world works. Sincerity is our number one principle.

