

## Why join the members of the Commercial Agents Association of Slovenia?

Membership in an international association of commercial agents brings many benefits and business opportunities. It enables connections and exchange of experience between Slovenian and foreign agents. It offers commercial agents well organised international legal assistance and the possibility of influencing European regulations.

The expert service of CCIS - CSBT makes sure that the members of the Association are timely informed of the offers of foreign associations in cases when our members are offered free visits of some fairs or in cases when foreign associations give our associations the possibility of free distribution of promotional material of our agents.

The members of the Association have the option of free registration in some commercial agent registers, which facilitates the establishment of connections between the commercial agents and the manufacturers.

## The Chamber of Small Business and Trade ('CSBT')

within the CIIS connects service, production and trading companies. Its mission is justified by extreme specialisation based on experience with micro, small and medium-sized enterprises gained over three decades of operation. It offers its members assistance and provides advice and information for resolving their specific problems and representation of interest, particularly of small business within the CCIS. It is a partner of government institutions and has partners abroad.

## Membership in the CIIS-CSBT offers the following advantages and benefits

- Free CSBT E-newsletter every two weeks.
- A free Microinfo newsletter every two weeks within the scope of the CIIS Business Week Magazine (Poslovni tednik GZS).
- Daily up-to-date topical news on the CSBT website.
- Possibility of active participation in sections or interest associations.
- Representation and protection of your interests.

- Organisation of topical training, conferences and seminars, available for our members free of charge or at minimum participation fee.
- Joint campaigns and participation at fairs are also organised.
- Organisation of business delegation in accordance with the expressed interest by our members.
- Possible entry of offer and search for providers of required goods through the Supply and demand exchange within the EEN network and other registers serving as a junction of supply and demand.
- Possibility of obtaining business information for the Slovenian and the international environments.

## Calculation of membership fee for your company

is available at the website:

[http://www.gzs.si/slo/o\\_gzs/clanski\\_center](http://www.gzs.si/slo/o_gzs/clanski_center)

The Commercial Agents Association of Slovenia is a result of the prevailing opinion of the members of the CCIS-CSBT that it was crucial for the activity of intermediation in sales, as well as individual companies or sole proprietors, to be in the company of equals, namely in the company of the Commercial Agents Association of Slovenia. If you are unable to achieve some goals or realise some ideas by yourself, you are kindly invited to join us.

If we work together, we can set up a better network of business connections for a successful performance of our companies.

## For further information, please contact us at:

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**Gospodarska zbornica Slovenije**  
Chamber of Commerce and Industry of Slovenia

Chamber of Small Business and Trade  
Commercial Agents Association of Slovenia

# Commercial agent - Your key to success!

**Have your sales activities been set up in a correct manner?  
A question that is becoming more and more frequent nowadays in the manufacturing companies. If a company wants to benefit from the development on the global market, it needs an expert for sales and marketing.**

**Have you ever checked the potential of co-operation with a commercial agent for your company?**

Commercial agents are specialists in the area of sales and marketing. They provide useful support to manufacturing companies entering new markets.

### Who is a commercial agent?

A commercial agent is an independent strategic partner on the global market, acting for the benefit of another company (e.g. manufacturer, wholesaler, etc.). They represent various principals and can therefore create a perfect set of products which are complemented in the offer of their customers.

A commercial agent organises the sales of goods and concludes deals on behalf of and for the account of the represented company. Their customers are commercial buyers, not final consumers.

As specialists for sales and marketing, they have established business connections on the domestic and foreign markets. They are an indispensable partner for export companies all over the world. Their knowledge makes the penetration to foreign markets less risky.

### What is the difference between the sales agent and a regular employee in charge of sales?

Compared to regular employees in charge of sales, commercial agents are independent of the company. They are not the company's fixed cost. They are independent entrepreneurs who cover their own costs of social security and other labour costs. The company only pays the fee for a completed deal. The company saves on labour costs and avoids having to resolve the problems with excessive capacities. It can thus focus on the implementation of its basic activity.

Co-operation with the commercial agent establishes a very flexible business model for your sales activities.

### What are the manufacturer's benefits arising from co-operation with a commercial agent?

Commercial agents are sales specialists. Due to years of experience, they have information about the needs of the market and can create new business opportunities for you.

Commercial agents possess up-to-date information about the market. They offer first-hand information to the companies they represent, which allows them to quickly respond and adapt to market needs.

### How long am I obliged to co-operate with a commercial agent?

There are no permanent commitments. You can sign an agreement with a commercial agent for a specific project or set a definite period of co-operation.

### How much do I have to pay for the work of a commercial agent?

Only the amount previously agreed in the contract. Commercial agents are paid in the form of fees, after the completion of a deal, based on the amount of goods sold.

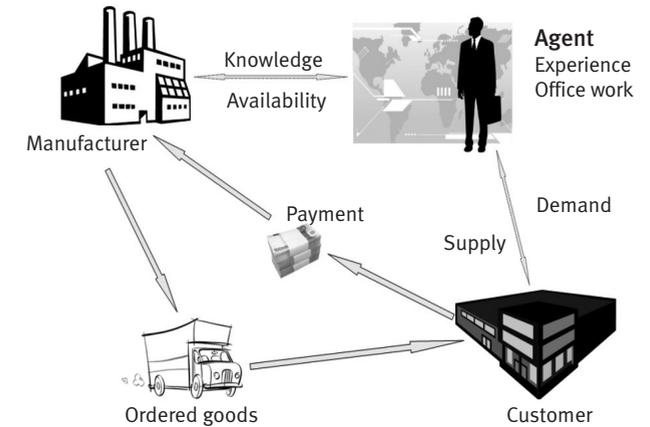
### How much will I save or pay if I use the services of a commercial agent?

| Benefits                                | Obligations  |
|---|--|
| An extension of your sales              | Fixed costs<br>0€  |
| Increases your sales revenues           | Costs of social security<br>0€                                 |
| Releases the capacities in your company | Cost of training<br>0€   |
| Visits the customer when required       | Travel costs<br>0€   |
| They bring new customers to you         | The payment of fee depends on the realised sales of your goods |
| Monitors market developments for you    |  |

Commercial agents have established long-term business relationships with their business partners. Commercial agents take care of good business relationships with their customers. Solid business relationships are particularly important in difficult market conditions.

Commercial agents allow their principals to optimise their organisational structure. Companies that entrust the sales and implementation of marketing activities (market observation, product launch) to an independent commercial agent, create a lean organisational structure.

**The commercial agent's success is your success**



### Commercial Agents Association of Slovenia within the Chamber of Commerce and Industry of Slovenia - Chamber of Small Business and Trade

In the framework of the Chamber of Commerce and Industry of Slovenia - Chamber of Small Business and Trade (CCIS - CSBT), the Commercial Agents Association of Slovenia (CAAS) was established in November 2011, and on 18/05/2012, the CAAS became a full member of the Internationally United Commercial Agents and Brokers (IUCAB).

### Mission of the Commercial Agents Association of Slovenia

The principal mission of the Association is to establish business associations between the agents. A significant part of activities is provision of support to the members in establishing contracts and setting up the code and the register of Slovene agents. Since the establishment of the Association, we resolved many important legal issues related to the work of sales agents (contracts, legal bases for work, code, etc.). We have established contacts with many commercial agents associations and manufacturing companies from other companies.