



No	Services	Availability
03	Promotion and support to a distributor.	East Africa — Online

### Service Description:

This service is designed to strengthen the performance and market reach of your appointed distributor in East Africa. We act as an extension of your export or sales department to support the distributor's success.

### Includes:

- Presentation of your product(s) to key retailers, end customers, and local stakeholders
- Coaching and sales support for the distributor's team
- Joint follow-up on leads and client inquiries
- Strategic market advice to improve penetration and visibility
- Monthly reporting on progress and feedback from the field

### Ideal For:

- Exporters with a new or existing distributor in East Africa
- Companies needing market presence without establishing a local office
- Manufacturers aiming to ensure commitment and performance from their local partner

Deliverable	Description	Frequency
<b>Product Presentation Sessions</b>	Organize and deliver a minimum of 3 virtual product presentations to key retailers, end customers, or stakeholders per month.	Monthly
<b>Distributor Coaching Sessions</b>	Conduct 2 structured online coaching sessions per month with the distributor's sales team (sales techniques, product knowledge, and local sales strategy).	Monthly
<b>Lead &amp; Client Follow-up</b>	Provide joint follow-up on at least 5 new leads or customer inquiries generated by the distributor or SCA-Partner.	Monthly
<b>Strategic Advisory Report</b>	Deliver a strategic advisory brief (2–3 pages) highlighting opportunities, local market trends, competitor insights, and recommendations to boost market penetration.	Monthly
<b>Progress &amp; Feedback Report</b>	Submit a monthly progress report outlining activities carried out, distributor performance feedback; challenges faced, and suggested corrective actions.	By the 25th of each month
<b>KPI Tracking Dashboard</b>	Maintain a shared KPI dashboard tracking agreed metrics such as number of meetings held, leads generated, conversion rate, and distributor sales performance.	Updated bi-weekly

<b>Not Include</b>	We explain this section when a quote is requested.
<b>Process</b>	The SCA-Partner Team will confirm within 48 hours whether it can provide the requested service and country. It will inform you of the quality of the information available for that country and the expected timeline. You must then accept or decline the quote.
<b>We will need</b>	We explain this section when a quote is requested.
<b>Timing</b>	6-month contract per country. For multiple countries, please consult us.
<b>Cost, Invoice and Payment</b>	Cost starting from €400/month. Please inquire. SCA-Partner Team will issue monthly invoices dated the 25th, with a 30-day payment term. Payment by bank transfer.