



**International
Sales Team**

FOR IMMEDIATE RELEASE

International Sales Team Launches Global Broadcast Sales Service

Queensland, Australia, 24 March 2021 – International Sales Team (IST), a worldwide network of highly experienced broadcast and media industry sales professionals for hire and deployment, has been launched.

According to IST Director Darren Frearson, a highly experienced senior broadcast sales professional with more than 40 years' experience, "We're all familiar with the concept and implementation of SaaS, PaaS, and IaaS as beneficial outgrowths of ever-advancing technology. You can think of International Sales Team as a similar type of service. i.e., Sales Team as a Service – STaaS.

STaaS offers broadcast and media manufacturers a cost effective and culturally appropriate means of expanding globally. IST provides OEMs with direct sales and promotion in all the major markets of Europe, Africa, the Middle East, Asia, Oceania and the Americas with special attention given to removing the risks of any local laws concerning employment, insurance, taxes and tender requirements etc.

David Thomas, IST COO, also with many years' service to the broadcast industry including the introduction of in-car camera technology for professional motor racing, said, "Our sales professionals all have local industry contacts, broad industry product knowledge and expertise. However, up-to-date training is always welcomed and can be included as part of an agreed service package.

"In employing knowledgeable sales professionals in specific regions and countries, we remove the potential barriers with regards to culture, language, bureaucracy and logistical concerns. This approach frees talented salespeople to do what they do best - open new markets, create new opportunities, and, ultimately, new sales for its clients' products and services, thereby energising revenue generation that many manufacturers are often unable to pursue."

A similar level of expertise resides in Nice, France, where IST Sales Force Manager Roland Schaller applies his 30 years of broadcast sales experience to IST's continental Europe operation.

Frearson concluded, "The members of our International Sales Team are all very experienced professionals who fully understand the highly competitive nature of our industry.

"We are actively recruiting to further expand our network, particularly in North America. Interested and qualified sales professionals are encouraged to enquire as there are several positions still available."

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About International Sales Team

International Sales Team creates opportunities and provides results worldwide. With years of experience and success in front line sales, international barriers are easily overcome. There is no easier way to present your solution to valuable customers in foreign language situations. International tenders and face-to-face local language meetings are all part of your International Sales Team, wherever your customers may be.

For more information visit: [International Sales Team](#)

