



International  
Sales Team

## **International Sales Team Appoints Charlie Day as Global Partner Manager**

**Queensland, Australia, 19 April 2021** – International Sales Team (IST), a worldwide network of highly experienced broadcast and media industry sales professionals for hire, has announced the addition of Charlie Day as IST Global Partner Manager.

IST is a new concept in global broadcast sales team hire, reimagined as outsourced, locally savvy sales representatives as an alternative to agents or hiring more staff. Day will lead development, nurturing, and provision of ongoing support for IST's growing portfolio of broadcast manufacturers who are recognising the benefits of outsourcing their sales functions.

Day will also manage suppliers and manufacturers anywhere in the world who are looking to energise their international sales and sales management campaigns without investing in costly, less agile in-house resources in an attempt to nurture and grow international sales revenue, which is IST's area of expertise.

IST Company Director Darren Frearson said, "Charlie has been managing director of a successful broadcast system design, sales, and content delivery firm for more than 25 years. His success is highly complementary to what we're doing with IST, so our instincts told us that he would be an ideal fit, and we weren't wrong."

Day said, "I have represented leading audio and video manufacturers worldwide for decades, always with an eye to ensuring that - as technology and industry requirements changed - my clients were able to navigate those changes and find the ideal solution for their business and budget. IST's Sales Team as a

Service (STaaS) model is a contemporary adaption to changing circumstances and happens to be one with which I am entirely comfortable because I already know that it works.”

The STaaS concept effectively eliminates the sometimes, risky overheads associated with directly employing international staff, such as the burdensome complexities of local employment laws as well as the financial implications of establishing and funding an ongoing local presence. Implementing STaaS can also, when appropriate, complement or provide an alternative to individual regional dealers or global dealer networks.

Day concluded, “Day-to-day relationships with manufacturers and suppliers are crucial. Explaining and maintaining IST’s approach over the alternative DIY headache is a task that I relish, equipped as I am with the tools and evidence of the exceptional range of business-critical benefits that can boost IST clients’ bottom line. It’s all about the success of our customers.”

Day’s appointment is effective immediately. He can be reached at [charlie@internationalsalesteam.com](mailto:charlie@internationalsalesteam.com)

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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](#)

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