



International
Sales Team

FOR IMMEDIATE RELEASE

DB Elettronica chooses International Sales Team

Queensland, Australia, 7th December 2023 – International Sales Team, a worldwide network of highly experienced broadcast and media industry sales professionals for hire and deployment, has signed an agreement with Italian RF manufacturer, DB Elettronica Telecomunicazioni SpA, to sell their range of professional broadcast products throughout Norway, Sweden, Denmark, Finland, Iceland, Greenland, the United Kingdom and Eire.

DB CEO, Guglielmo Feliziani, said “International Sales Team represents a cost-effective way for us to address the very important Northern Europe markets with our range of broadcast transmission solutions and services. Having International Sales Team working with us is just like having our own people in every country and we look forward to a long and successful relationship together”.

Charlie Day, **Partner Manager** for International Sales Team said “We are very excited to add DB Elettronica to our list of international partners and look forward to working with them to grow their sales across the Northern European region. DB is an incredible company with a long history of more than 45 years and with more than 80,000 transmitters installed in over 170 countries. We are honoured that DB Elettronica has chosen International Sales Team to provide STaaS (Sales Teams as a Service) for them in Scandinavia, the UK and Eire.”

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About DB Elettronica Telecomunicazioni SpA

DB Elettronica Telecomunicazioni SpA was founded in Italy in 1975. With more than 45 years of experience and consistent strategy, DB has become a recognised worldwide leader in RF transmission and communication solutions, both for public and private customers, as well as for top level scientific institutions.

DB offers world-class, turnkey broadcasting systems, including transmitters, antennas, head-end and studio equipment. The comprehensive range of products in analogue/digital processing and transmission of radio and TV contents allows operators to find their bespoke solution in terms of quality and capital investment.

Further information for DB Elettronica can be found at www.DBBroadcast.com

About International Sales Team

International Sales Team is an Australian founded, global company that provides Sales Teams as a Service - STaaS.

International trade has always been difficult with foreign languages, local customs and time zones

to overcome. With the added restrictions brought about by the global pandemic, successfully presenting products and services in overseas territories has seemed almost unachievable. Businesses today are familiar with SaaS (Software as a Service) and the practice of moving fixed overheads and Capex to a variable and flexible Opex. Moving your sales team to STaaS and to International Sales Team is the next logical step.

Further information for International Sales Team can be found at InternationalSalesTeam.com

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