



The Nordic Group

The Nordic Group is a Global Sales, Marketing and Business Development company with offices in San Francisco and London.

Complete Sales and Channel Services

We provide our clients with the required expertise, limited risk and a proven approach to launching and distributing technology products in the domestic and international markets. While we primarily serve start-up or emerging companies with limited sales and marketing resources, we also work with established companies looking for a fresh approach. We specialize in channel development and sales in the commercial and retail markets.

Through a network of domestic and international alliances, we deliver specialized services to our clients, ranging from distribution of products, to providing complete sales, marketing and support services. We also work closely with our clients in securing venture funding in the form of private investments. We specialize in developing and maintaining long term agreements on behalf of our clients. In most cases, these channels sign multi-year contracts with pre-agreed dollar commitments.

A Lasting Partnership

We incur the majority of the sales investment associated with launching or re-launching products in domestic and international markets. A typical international or retail product launch can exceed hundreds of thousands of dollars in the first twelve months alone. We typically don't realize profits until the second year of working with our clients. Our decisions are based on producing long-term results, not short-term gains. This approach results in solid market development and profits for years to come.

A Proven Staff

We offer a highly experienced staff of Sales, Marketing and Consulting Professionals based in London and San Francisco, as well as a network of other professionals, distributors and resellers. Our individuals are experts in the field of indirect channel sales and marketing for both the international and domestic markets. Members of the consortium have been involved in successful European and domestic campaigns over the past several years including products from McGraw Hill, IBM, Sony, Tivoli, Unison, Auspex, and Storage Tech.

Making Your Sales Goals a Reality

We understand that our clients have goals that are unique to them and the markets they serve. Our services are designed to make your business goals a reality by tailoring a campaign that creates new markets and channels for your products and increases market share for existing ones, always with the goal of keeping your risk at a minimum. Our approach is unique in the industry. We profit only when you profit... not before. Our contacts and wealth of experience ensure that your goals are achieved because our goal is to make your company a shining success.



The Nordic Group