

Tracer CQM appoints reseller

Tracer CQM has appointed Rollout, a Stellenbosch-based company, to resell its solutions. As a leading sales productivity methodology and mobile sales company, Tracer CQM combines sector-leading sales and customer value insights; new-generation technology and handheld computers to boost the overall sales process.

“Our company's focus is to help companies take their value proposition to market and establish a world best-practice sales process that ensures results. For this to be managed properly, you require an electronic platform that adheres to these best practices and has the functionality to be part of future mobile technology. Tracer CQM does not just give the platform but also an understanding of best practices,” explains Marius Liebenberg, MD of Rollout.

Rollout has operations in North America, South America and South Africa and is expanding into the Middle East.

“Rollout aligns well with the principles behind our company's solutions,” adds Tracer CQM MD Cobus van Graan. “We have to be particular who we choose to work with, so value is ensured for our customers.” Van Graan concludes that the partnership is overwhelmingly positive for Tracer CQM, Rollout and the joint companies' customers.

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