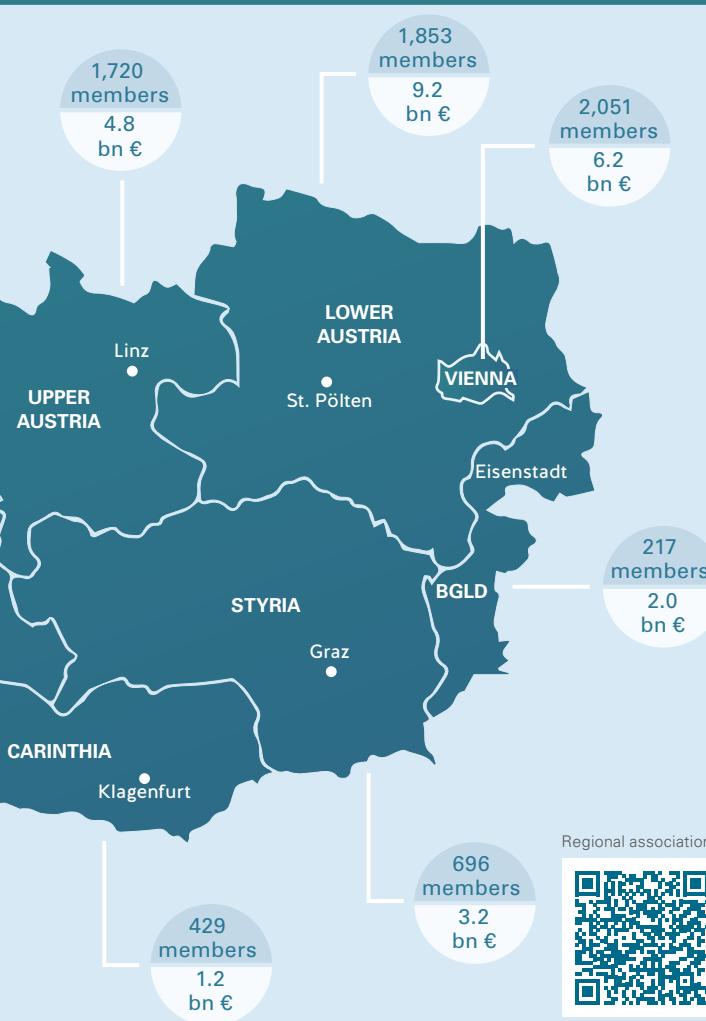


- 8,449 sales agents
- 65 % one-person-companies / 35 % SME
- Ø 24 years of professional experience
- Representation of Ø 4 business partners (=principals)
- 66 % of the business partners are from abroad
- Principals' turnover of 31.3 billion euros/year
- Collaboration with Ø 182 customers
- 42 % of the sales agents are also active abroad and therefore offer access to other markets
- Ø 39,970 km/year by car
- Ø 89 travel days, 40 overnight stays/year
- Sales professionals for every sector

Source: Survey 2024, market-Institut

## KEY FIGURES AUSTRIA



### Austrian Federal Association of Sales Agents

c/o Austrian Federal Economic Chamber  
Wiedner Hauptstrasse 57  
1040 Vienna, Austria  
T +43 5 90 900 3375  
E [salesagents@wko.at](mailto:salesagents@wko.at)



Photos: © Austrian Federal Association of Sales Agents,  
Cover: Lyndon S/peopleimages.com | stock.adobe.com



[salesagents.at](https://salesagents.at)

**Sales Agents create  
new market opportunities  
and boost your sales.**



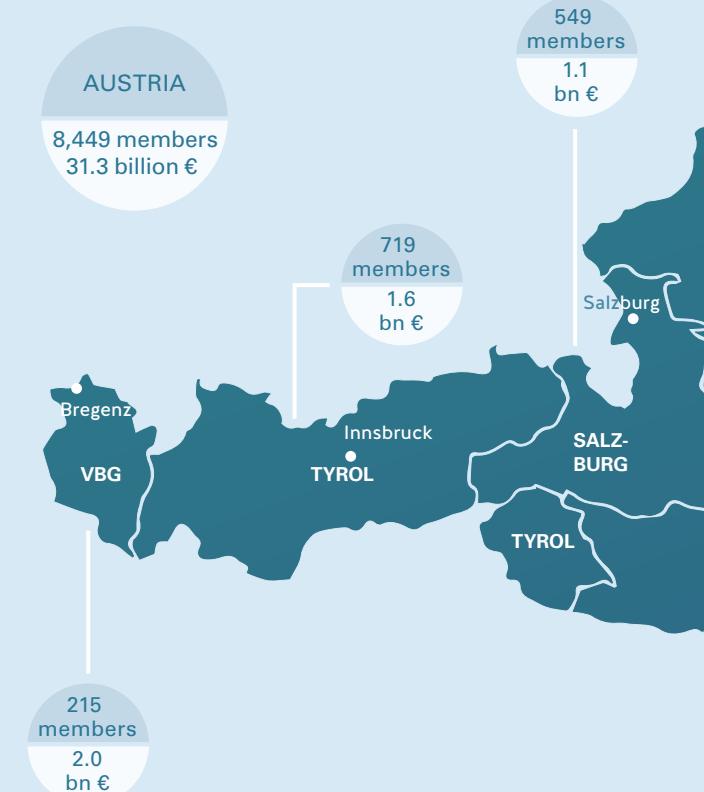
Almost 8,500 sales agents and agencies operate in the market and arrange the sale of goods between companies at all levels of distribution (Business-to-Business or B2B). The value of the goods placed on the market is worth about 31.3 billion euros every year. Therefore, they contribute significantly in order to keep the economy running.

The Austrian Federal Association of Sales Agents represents the interests of the profession on national and international level.

## SALES AGENTS

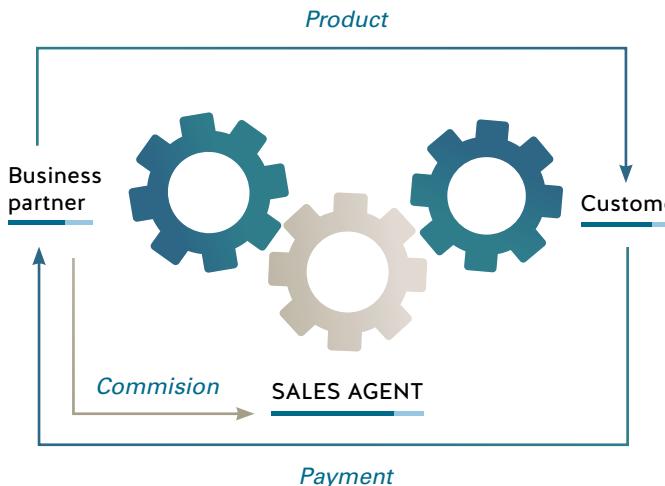
As of 30/09/2024

Number of active members and value of goods in billion € placed on the market



## SALES AGENT

Sales agents and agencies are always on the road in order to place products on the market. They work in the B2B area and connect business partners (=principals, mainly small and medium-sized manufacturer companies) with customers (mainly retailers).



Sales agents are independent entrepreneurs and active in various sectors. Several business partners entrust them with arranging the sale of goods or concluding transactions in the name of and on behalf of the business partner. The customers are commercial purchasers and not end users.

Sales agents work based on success. This means that business partners only pay a commission for actual achieved results, saving on travel expenses and all the social contributions that a sales employee costs. And that promises success.

**Sales agents  
open new sales  
opportunities for you.**

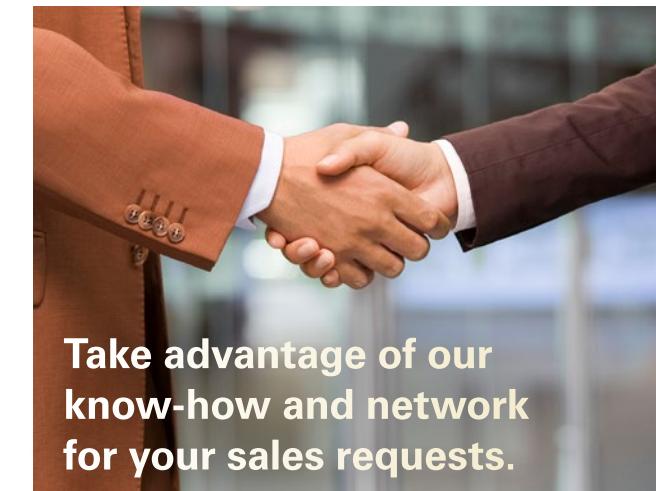
## REPRESENTATION OF THE PROFESSION

The Austrian Federal Association of Sales Agents with its approximately 8,500 members represents the interests of sales agents on national as well as international level. The association is the main contact partner for specific matters of the sector and provides ongoing information and a network to new business partners.

The association is a member of IUCAB (Internationally United Commercial Agents and Brokers, [www.iucab.com](http://www.iucab.com)), the worldwide alliance of national associations of sales agents, and is therefore always updated about latest international developments.

### ADVANTAGES FOR

- Sales agents:  
Support in professional issues and transfer of know-how
- Business partners (manufacturer companies):  
Flexible business model for distribution with low overhead costs
- International organisations:  
First contact around the profession



**Take advantage of our  
know-how and network  
for your sales requests.**



## SERVICES OFFERED

The Associations of Sales Agents offer numerous services:

- Support in taking up a professional activity\*
- Advice on legal and tax issues\*
- Lawyers in trust at special conditions\*
- Training courses\*
- Support in finding new business partners\*
- Free registration on the B2B platform [www.salesagentsaustria.com](http://www.salesagentsaustria.com)
- Networking events
- Benefits and specific solutions\*
- Participation in the International Award of the profession\*
- Print magazine CONTACT:
- Newsletter CONTACT: Plus\*
- Website with the latest information
- Specialised literature



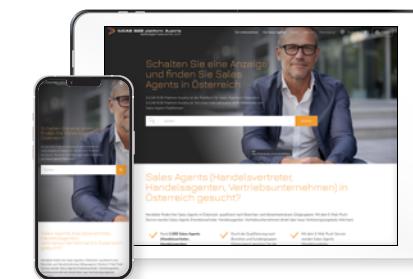
**AS AN INDEPENDENT  
SALES AGENT,  
I OPERATE AS MY  
OWN BOSS.**

## B2B PLATFORM

The B2B platform [www.salesagentsaustria.com](http://www.salesagentsaustria.com) supports business partners (manufacturer companies) and suppliers from all over the world in finding potential sales agents and vice versa.

**Find your new business  
partner. Expand your  
international network.**

- Database with more than 1,500 sales agents
- Cost-effective placement of job offers
- Sales agents will be notified directly via e-mail about the job offer
- Access to the international IUCAB B2B platform (incl. 20 countries with over 15,000 sales agents)
- Special rates for embassies and chambers of commerce



**Benefit from our numerous offers  
for your professional activity.**

\* Offers exclusively for sales agents