



SYNERGA
SALES PARTNERS



SYNERGA:

***WORKING TOGETHER
TOWARDS A COMMON
GOAL***

***METHOD, STRATEGY
AND SYNCHRONICITY TO
ACHIEVE SET TARGETS***

***TEAM WORK AND
CUSTOMER CARE***

TEAM UP!

TOGETHER WE DO THE UNTHINKABLE






**SYNERGA
OFFERS GLOBAL
COMMERCIAL
SERVICES TO
MOTORCYCLE
AND BICYCLE
COMPANIES AND
BRANDS**

Creation and management of a sales team, budget drafting/sharing and checking of results on a monthly/quarterly basis. Participation in trade fairs and events. Support in the development of products and collections, advice in the creation of catalogues and price lists. An effective and reliable business partner.


HISTORY

Synerga joins the experience of two professionals who, in the course of their careers, developed products, services and markets in several sectors. Their twenty-year experience in the business world is now at the service of brands and companies, to improve their sales and promote their growth in the global market,



**MARCO
RICCI**



Marco Ricci developed his sales skills by working for large concerns for which he co-ordinated and managed large sales teams in Italy and abroad. His experience spans several sectors, from the confectionery market of the Ferrero Group, to the automotive world of Iveco and Piaggio and to the oil sector of the API-IP Group. He is a reliable partner for sales teams and a solid reference point.



**LEONARDO
DI MINNO**



Leonardo Di Minno has been working in the motorcycle and sporting worlds for 22 years, managing important motorcycle brands such as Shoei, Bell, Brema, Domino, Ferodo and Champion; in the sportswear field he worked with Lotto, Wilson, Tretorn and other similar brands. He has a deep knowledge of these market segments and their dynamics and is therefore the ideal partner for companies wishing to grow and strengthen their presence in the market, and for start-ups.





**CONCRETE HELP
TO IMPROVE
PERFORMANCE**

Our mission is to increase sales performance through a widespread and effective network. In addition, we carry out scouting activities aimed at researching and developing new segments to increase market share. Your success and growth are also ours. We are a reference point for brands and companies and a guarantee of professionalism, effectiveness and reliability.





OUR ETHICS AND VALUE SYSTEM

Our daily activities and professional history are all based on a specific value system.

Our principles are at the basis of our long-term strategy as a company and direct our daily interactions and work with our customers.

HIGH PROFESSIONAL STANDARDS

- We try to create a trust relationship
- We protect our Customer's interests
- We perform independent and objective analyses and evaluations
- We provide streamlined management of resources.

WORK ETHICS

- We respect the company DNA
- We listen to the Customers actively, in order to understand their needs
- We create correct and transparent relationships
- We offer constant availability and flexibility

CONCRETE POSITIVE IMPACT ON PERFORMANCE

- We share goals and strategies
- We provide the best resources
- We bring innovation to business processes
- We build lasting partnerships based on trust



SYNERGA CO-ORDINATES AND MANAGES EVERY BUSINESS ACTIVITY AND IS A TRUE ALL-ENCOMPASSING PARTNER.

WE SUPPORT YOU IN ORGANISING AND PROMOTING THE MARKET PLACEMENT AND SALE OF YOUR PRODUCTS.

DEVELOPMENT AND MANAGEMENT OF THE SALES AND DISTRIBUTION NETWORK

IDENTIFICATION OF BUSINESS GOALS

CREATION AND MANAGEMENT OF THE SALES FORCE

BUDGET SHARING

MARKET ANALYSES AND PLACEMENT DEFINITION

PRODUCT RESEARCH AND DEVELOPMENT SUPPORT

PARTICIPATION IN TRADE FAIRS AND EVENTS

CATALOGUE AND PRICE LISTS DRAFTING SUPPORT



DOWNHILL GOGGLES



CYCLING SPARE PARTS AND ACCESSORIES

MOTORCYCLE GLOVES AND SPORTSWEAR



OIL SEALS, KNOBS AND MASKS



MOTORCYCLE HELMETS



MOTORCYCLE HELMETS



MOTORCYCLE HELMETS



MOTORCYCLE CLOTHING



MOTORCYCLE CLOTHING AND ACCESSORIES

OVERLAP

MOTORCYCLE FOOTWEAR



MOTORCYCLE JEANS





**SYNERGA HAS
TWO MAIN
HEADQUARTERS,
IN MILAN AND
IN TURIN, AND A
SHOW ROOM FOR
PROMOTIONAL
ACTIVITIES.**

The Synerga main headquarters are in Milan, in the Kennedy area, easily reached by car, train and plane. The show room is also located here, on a 500 square metres surface, and can be used for the presentation of new collections or products to the sales force and for Customer promotional activities. Turin hosts a second operational headquarters, near Piazza Statuto, next to the Porta Susa station. Through its network Synerga is able to operate in a capillary and direct way in Italy and Europe, and through partners in America, Asia and Oceania.



60

MULTI-FIRM AGENTS
IN THE MOTORCYCLE SECTOR

30

MULTI-FIRM AGENTS
IN THE CYCLING SECTOR

25

DISTRIBUTORS
IN THE MAIN EUROPEAN COUNTRIES

5

"MASTER" AGENTS

FRANCE
SPAIN
GERMANY
UNITED KINGDOM
SWITZERLAND

2

COLLABORATORS

**COMPETENCE
AND EXPERIENCE**

Synerga's team has over 20 years of experience working on different products and services and is a fundamental resource for the creation of new spaces in the market.

**TIME
SAVING**

Relying on Synerga allows you to work with an already qualified sales network of professionals, saving you the time needed for training, implementation and start-up.

**COST
REDUCTION**

The partnership with Synerga leads to a significant reduction in costs, thanks to outsourced staff members.

**ALTERNATIVE
STRATEGY
FOR GROWTH**

Synerga is an alternative strategy for growth. Its commercial network can promote the growth of companies and brands.

**ONGOING
MONITORING OF
THE ACTIVITY**

Thanks to its comprehensive organisation, the agency keeps its Customers constantly updated on the sales results, and analyses the performance in each area and of each agent.



➤ *PRODUCT VALORISATION
AND OPTIMAL MARKET
PLACEMENT.*

➤ *ACHIEVEMENT OF
OBJECTIVES*

➤ *COST CONTAINMENT*

➤ *MARKET SEGMENTATION*

➤ *PUNCTUAL, PRECISE AND
COMPETENT SOLUTIONS*

➤ *OBJECTIVE AND
INDEPENDENT MARKET
ANALYSIS*

➤ *COMMERCIAL CONSULTING
AND SUPPORT*



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