



Customer Name:
**Jan Kokko, Managing
Director, Eastbound Ltd**

Partner Level:
**Piceasoft sales
representative**

Countries:
Nordics & Baltics

A Path to 1 Million Euros with Piceasoft

Jan Kokko, from Eastbound Ltd, describes his journey as a Piceasoft sales representative across the Nordic and Baltic regions.



Becoming a Piceasoft Agent

Independent Piceasoft agent, Jan Kokko, discovered his passion for solution sales when he was working in big IT corporations. “After 20 years in the corporate world, I wanted to have flexibility and be in control of my own work, while having an opportunity for unlimited growth,” Jan says.

Jan started to work as a sales agent for Piceasoft in early 2014. “A very nice and professional team and easy-to-use products for clear target market quickly assured me to take the next step in my career.”

At first, Jan was learning to know the potential customers in the region. From the very beginning, his focus was on finding the right contacts and building trusted and long-lasting customer relationships.

The path to 1 Million

Within a few months the first deals were signed with customers who wanted to offer data transfer services to their mobile device customers. “Piceasoft services are easy to sell and use and can be easily expanded to other solutions such as Diagnostics and Eraser,” Jan explains.

Most of the major operators and electronic retailers are now customers. “Solid growth is driven with the ability to understand customer’s business and strategy and knowing who their recycling, trade-in and repair partners are. Thanks to high customer satisfaction many new prospects also learn about us through word of mouth.”

Looking back at his first years with Piceasoft, Jan is very pleased with the results as his annual sales have already surpassed 1 Million Euros. “Possibilities for earnings are the same or even better as if I was working in a big corporation.”

Looking to the future

Over the years Jan has focused his business more and more on selling Piceasoft solutions. “The best part about my job is to be able to help my customers to grow their business. Piceasoft has a comprehensive range of solutions to meet the needs of various customer segments.”

While working on his own, Jan collaborates closely with Piceasoft. “Piceasoft gives me the support I need, so that I have all the necessary tools to serve my customers. I also give customer feedback back to technical teams to constantly enhance the product offering.”

Jan sees numerous growth opportunities over the coming years to build new revenue streams. “There is still a lot of untapped potential for example in the trade-in business. We have great solutions and a bright future ahead of us.”

” According to Piceasoft’s strategic vision, buying a mobile device goes to exchanging a mobile device. We have great potential for growth and I am confident that our partnership will be even more fruitful in the future .”

Jan Kokko
**Piceasoft Key Account Director,
Nordics & Baltics.**