



## **The Sales Prototype**

In 2014, The Hawk Group launched a sales initiative to provide a network of Swiss businesses, in the five sectors, with the services of the WIR Trade System.

In the first 13 months, we hired 113 Swiss brokers. In 2016, the WIR system generated \$6.5 billion dollars in sales, including \$217M the Hawk Group generated, which included 47.5M in hospitality product and services.

We are able to scale quickly because the gestation period for our brokers is short as they do not need to be experts in any of the disciplines.

They facilitate transactions, are knowledgeable about the financial tool and arrange for the extension of credit.

Our brokers operate in teams of 4 or 5 people. They do not travel or commute. They assemble, recruit, train, sell and manage using offices in the cloud (Skype and GTM).

(Additional information can be found on our [website](#))