

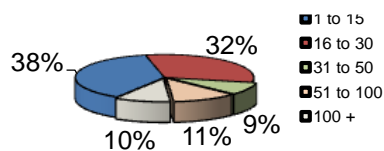
# Sales and Marketing Practices of Quebec ICT firms

Excerpts from the results of the February to April 2009 survey of 72 AQT members.

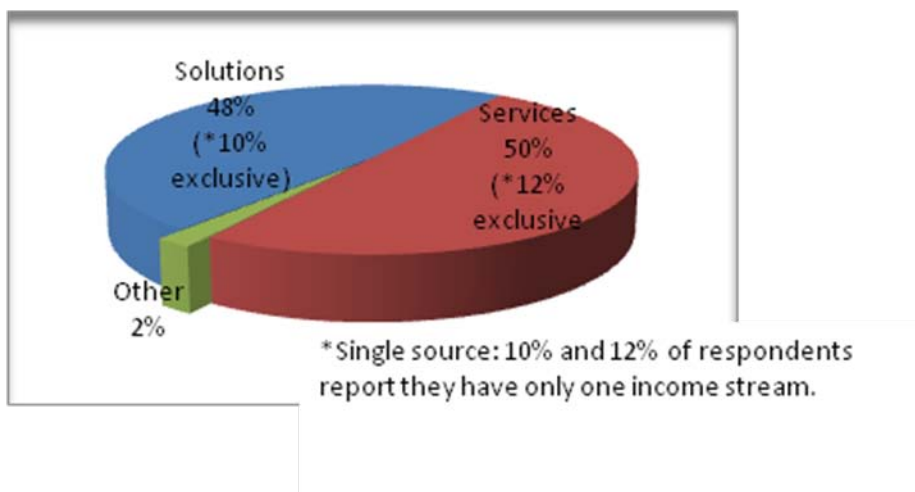
Analysis by Mr. Stéphane Gagnon, Ph.D., Associate Professor, Département des sciences administratives, Université du Québec en Outaouais

## Profile of respondents

**Respondents have an average of 39 employees**



## Source of income

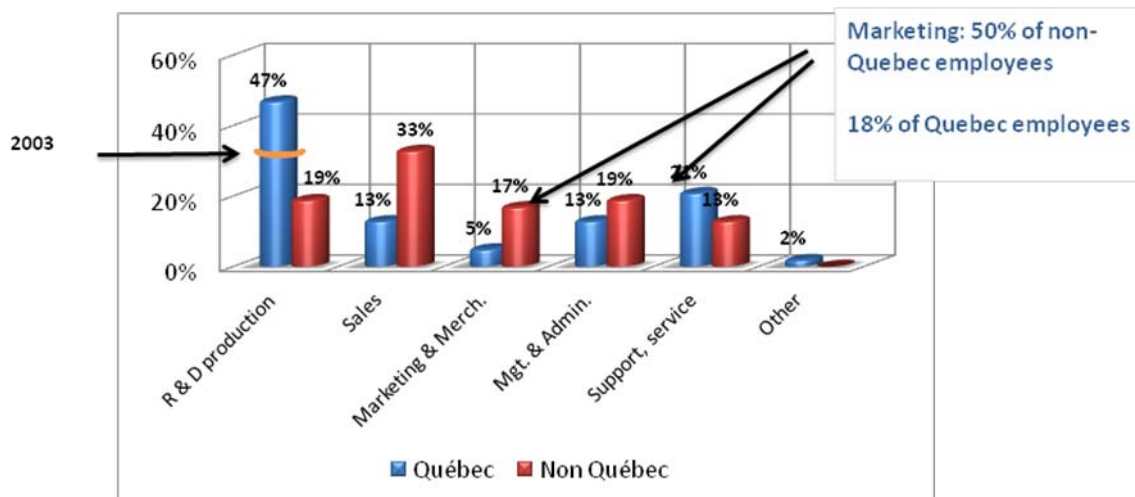


Respondents were to state the source of their sales.

*In a similar survey done in 2003, 34% of income was reported to come from services. In 2009, that figure was 50%!*

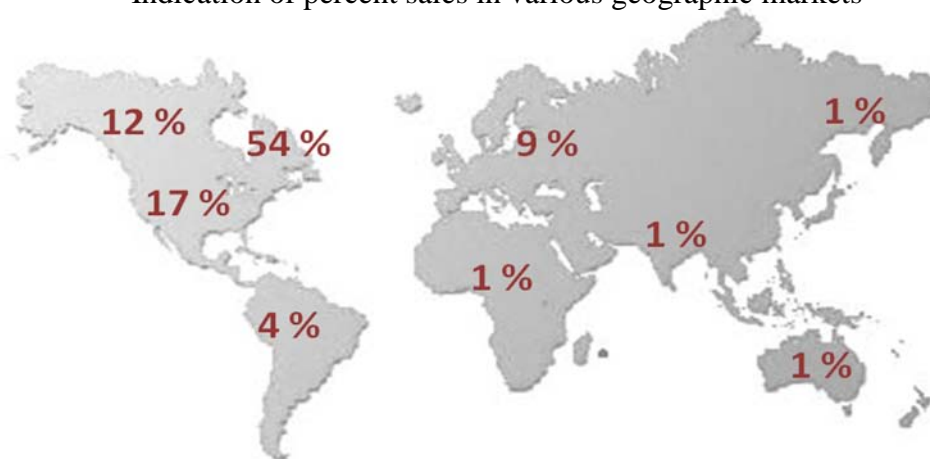
## Employee distribution

Respondents had to state the number of employees in various company departments.

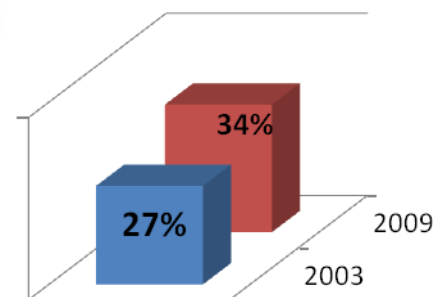


## International sales

Indication of percent sales in various geographic markets

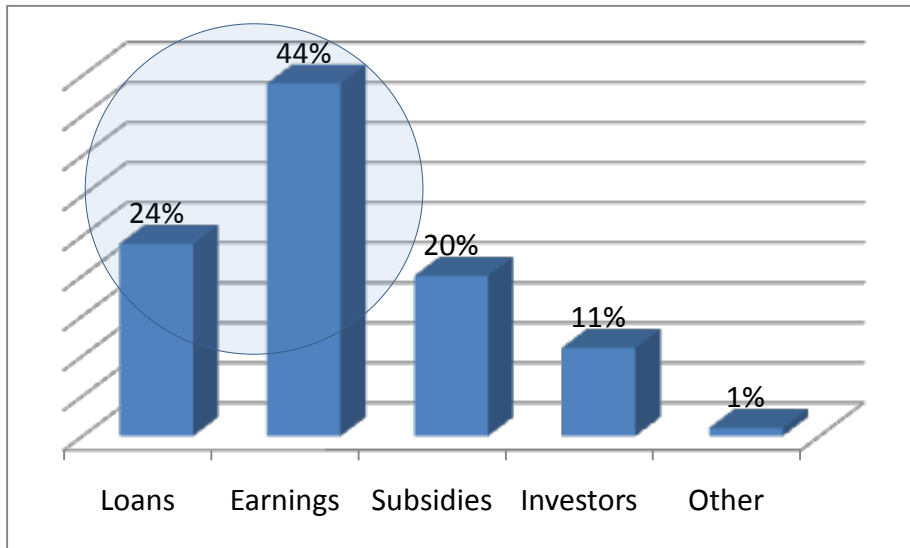


Exports growing

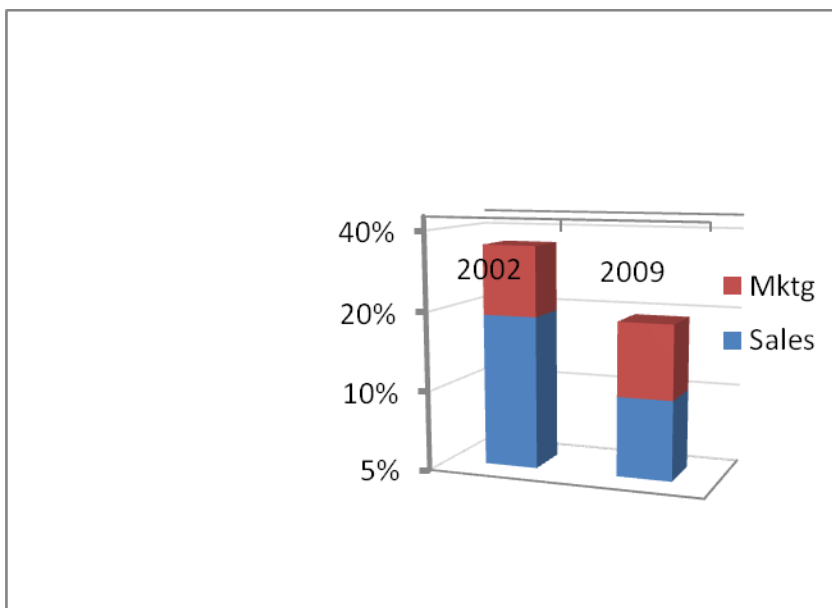


## Financing marketing

Working capital & bank loans take priority, at 68%

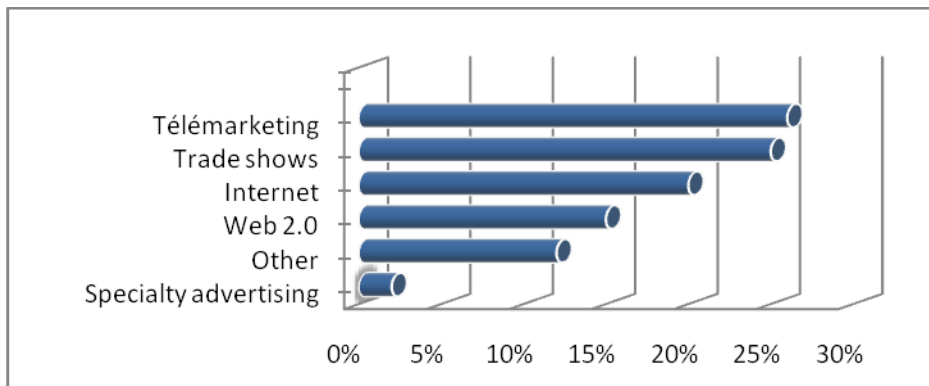


Proportion of revenue invested in Sales & Marketing



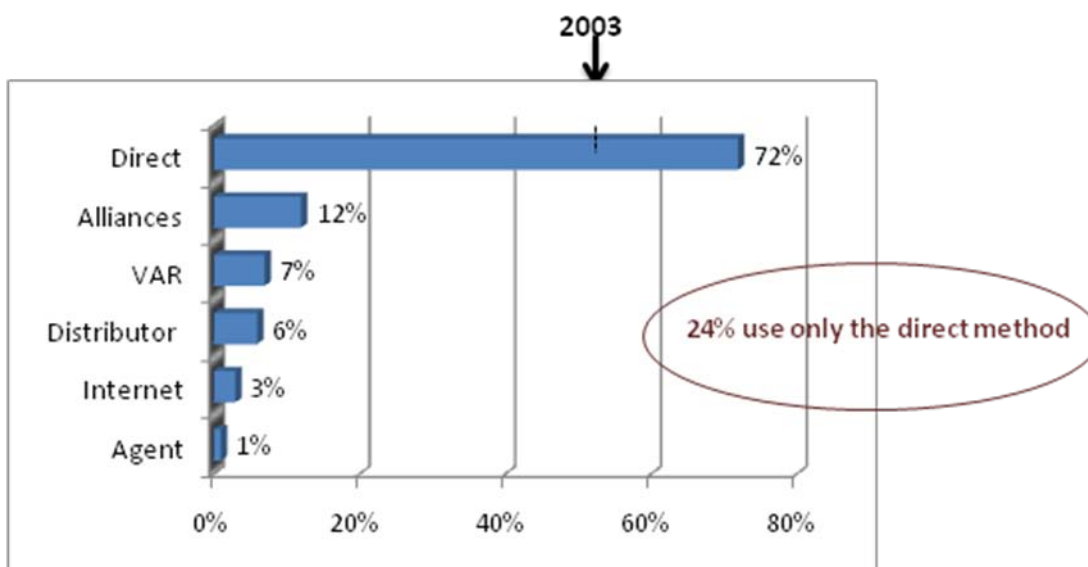
## Marketing: preferred methods

What marketing methods are used, in order of priority, for publicizing solutions and services?



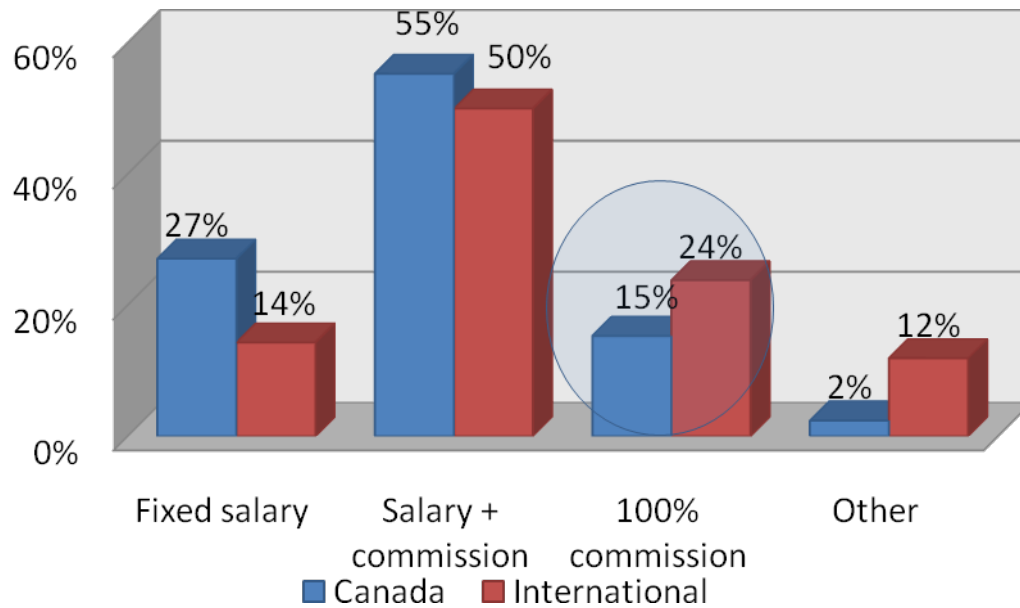
## Distribution methods

What distribution methods are the most used?



## Direct sales - compensation

What **compensation** methods do firms privilege?



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