SALES TREE

COMPANY PROFILE

We don’t just sell. We align your business to scale.

Commercial Brokerage
& Business Advisory

sales-tree.com



Commercial brokerage & business advisory

We connect buyers and suppliers and help businesses organise the work needed to turn commercial opportunities into workable agreements.

Brokerage

Commission-based intermediation between suppliers and buyers, with support through negotiation and execution.

Consulting

Commercial strategy and business organisation, with practical help to put agreed changes into daily work.

BROKERAGE

Buyer & supplier connections

We introduce suitable partners, support negotiations and follow through on the agreed commercial steps.

Partner selection
Assess product fit and match suitable buyers and suppliers.

Market entry
Identify suitable channels and commercial partners.

Negotiation support
Help both sides clarify terms and reach a workable agreement.

Export development
Prepare the offer and support discussions with prospective buyers.

Private Label
Align specifications, packaging and label requirements.

Agreement coordination
Follow up on samples, documents and shipment readiness.

Business organisation

We help businesses turn commercial plans into clear responsibilities, workable processes and measurable follow-up.

Commercial strategy

Define priorities and a practical growth plan.

Operating structure

Define responsibilities, workflows and decision points.

Implementation support

Work with the team to put agreed changes into daily practice.

Market entry planning

Assess the market and the resources needed to enter it.

Export readiness

Review costing, packaging, documentation and supply capability.

Performance improvement

Use reporting and KPIs to identify gaps and guide decisions.

How we work

One process, adapted to your commercial goal and the business behind it.

We remain involved through implementation and follow-up.

01 Diagnose
Understand the objective and readiness to proceed.

02 Structure
Agree the route, responsibilities and next steps.

03 Connect
Introduce suitable partners and begin discussions.

04 Execute
Support the agreed actions through execution.

05 Scale
Review progress and prepare for further development.

Our team’s market experience

Experience gained through Sales Tree projects and previous executive roles. Each enquiry is assessed for its own market and supply requirements.

Greece

European Union

United Kingdom

United States

Canada

MENA

Middle East & North Africa

PRODUCT SOURCING

Selected Greek products for international markets

We work with selected producers and suppliers, focusing on quality, commercial readiness and the ability to supply consistently.

Food	Olive oil, olives, herbs, honey and dried figs.
Beverages	Wines, spirits, Korpi water and soft drinks.
Grocery	Loumidis coffee and MISKO pasta.
Other products	Vinegars, balsamic products, sweets and jams.



The team behind the work

Giannis Astrinakis

Manager & Sales Strategist

Commercial leadership in food and FMCG, with experience in domestic sales, retail, key accounts and export execution. Connects sales and export planning with supply and daily operations.

Personal recognition

2026 Sales Managers FMCG 100 Powerlist

Giannis Tziakis

Founder & Chief Strategy Officer

Experience in sales, export development and operational leadership across food and FMCG businesses. Leads Sales Tree’s strategy and works with the team on implementation.

Personal recognition

2024 Food Export Managers 50

2026 Sales Managers FMCG 100 Powerlist

SELECTED WORK

Commercial work in practice

Selected work involving our founder, team and partners, with the role shown below.

PRIVATE LABEL

Toronto Private Label Collaboration

A Private Label collaboration in Toronto followed preparation of the supplier’s offer.

We coordinated jars, packaging, label adaptation and the commercial proposal.

A Cretan herbs and spices producer prepared for the Canadian opportunity.

SHIPMENT COORDINATION

On-time loading in nine days

The order loaded on the agreed nine-day schedule, without penalties.

We replaced an unworkable five-day request with a realistic plan.

Our role was to align the deadline and follow up on the critical steps.

SALES TREE

Let’s discuss your next opportunity

Tell us what you want to sell, source or develop.

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