



INGESUMINISTROS

2026 CATALOG

# LATAM Sales Force Expansion Management

We manage the full commercial process for industrial equipment manufacturers across Latin America.

W H O W E A R E

# Specialized engineering since 2008

We are an engineering company specialized in the selection and integration of pumping systems and electromechanical equipment for fluid handling. Since 2008 we have supplied solutions to multiple industrial sectors nationwide in Colombia.

**2008**

FOUNDING YEAR

**+17**

YEARS IN BUSINESS

**6**

BUSINESS LINES

SECTORS SERVED

Oil & gas · Petrochemicals · Water & sanitation · Construction & buildings · General industry · Mining · Power generation

# From local distribution to LATAM management

Our model evolved with the market: we moved from transactional selling to managing manufacturers' commercial expansion across the region.

2008



## FOUNDING

Specialized distribution of pumps, valves, and hydraulic equipment in Medellín.

2015 – 2025



## NATIONAL GROWTH

Expansion into every Colombian industrial sector with in-house engineering.

2026



## LATAM EXPANSION

Commercial management for manufacturers across Latin America.

# Why manufacturers need this approach

Three forces in the Latin American industrial market pushed us to evolve our model.



## Buyers research first

Engineers no longer take cold visits. They search, compare, and evaluate suppliers online before reaching out. Without a structured digital presence, manufacturers are invisible.



## New tools, new habits

LinkedIn, CRMs, and AI-powered tools are the new playing field. Prospecting today demands digital discipline, measurable follow-up, and constant technical content.



## Growing demand across LATAM

The region offers real opportunity in electromechanical fluid-handling equipment, with little organized competition in specialized commercial management per country.

# 02

SECTION

OUR NEW APPROACH

## Sales force management across Latin America

*We run the full commercial cycle for manufacturers — from AI-powered prospecting to contract closing and distributor development in every market.*

# The 4 pillars of commercial management

An integrated service that builds brand presence, develops channels, and closes the commercial cycle in every market.

01



**Brand awareness**



*Constant digital presence*

02



**Distributor  
development**



*Commercial network by  
country*

03



**Technical support &  
advisory**



*Credibility from first contact*

04



**Commercial KPI  
management**



*Measurement by market*

# 7 steps of our commercial plan

A proven process that turns expansion strategy into measurable results.

01

## Diagnosis & strategy

Product analysis, target markets, and a value proposition by country.

02

## Digital brand building

Identity, messaging, and technical assets tailored to the manufacturer.

03

## AI-powered prospecting

Automated mapping of potential customers and distributors.

04

## Opportunity qualification

Technical and commercial filter to prioritize the right accounts.

05

## Sales cycle management

Structured CRM follow-up through to closing.

06

## Distributor activation

Contract signing, training, and operational kickoff.

07

## Measurement & scaling

KPIs, continuous optimization, and expansion into new markets.

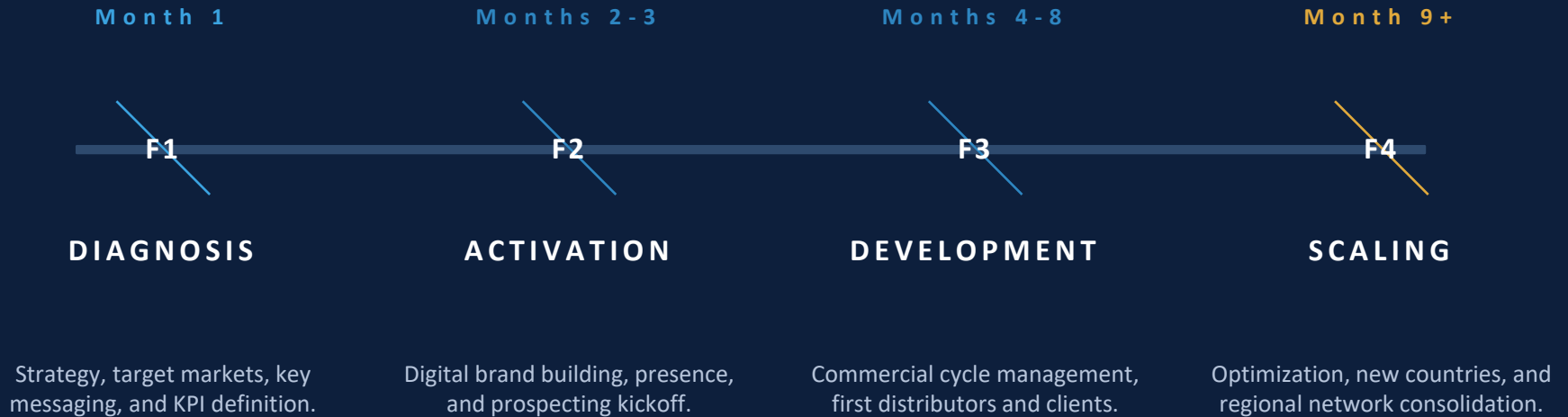


## OUTCOME

Organized, scalable commercial presence across LATAM.

# 4 execution phases

The project rolls out in sequential phases with clear deliverables at every stage.



# LATAM coverage & industrial segments

We manage sales forces for manufacturers, focused on markets with strong industrial demand.



## TARGET MARKETS

### Latin America

Colombia	Mexico	Peru
Ecuador	Chile	Panama
Costa Rica	Guatemala	Dominican Rep.

## SEGMENTS

### Industries we serve

- Oil, gas & petrochemicals
- Drinking water & sanitation
- Construction & buildings
- Mining & industrial processes
- Power & microgeneration
- General industry & food

# We still supply industrial equipment

Our technical experience is still active: we continue supplying equipment and engineering solutions in Colombia — and that know-how is what backs our new approach.



## Pumps & valves

Centrifugal, multistage, submersible, screw, diaphragm, and specialty pumps.



## Hydraulics

Motion hydraulic systems and components for industrial applications.



## Fluid engineering

Design of pneumatic, hydraulic, and industrial ventilation systems.



## Equipment maintenance

Specialized technical service and component replacement.



## Microgeneration turbines

Energy systems for residential, commercial, and industrial applications.



## Specialty equipment

Supply to specification with full technical advisory.

# Why Ingesuministros

We're not a marketing agency, and we're not just another distributor. We are engineering with modern commercial discipline.



## Real technical experience

Over 17 years sizing and integrating industrial equipment. We speak your customers' language.



## Measurable commercial focus

KPIs by country, CRM-based management, and structured follow-up — no vague promises, hard data.



## Regional coverage

One partner for all of LATAM. Fewer contracts, less coordination, more results.



## Sustained continuity

Week-over-week execution. Distributors consolidate through constant presence.

LET'S TALK

# Does your company need a commercial presence in **Latin America?**

We manage your sales force for electromechanical fluid-handling equipment throughout the region. Let's discuss your expansion strategy.



MANAGEMENT

[gerencia@ingesuministros.com](mailto:gerencia@ingesuministros.com)

[gerenciacomercial@ingesuministros.com](mailto:gerenciacomercial@ingesuministros.com)



SALES

[jlopez@ingesuministros.com](mailto:jlopez@ingesuministros.com)

[www.ingesuministros.com](http://www.ingesuministros.com)



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**Direct WhatsApp**

[wa.link/nfomkg](https://wa.link/nfomkg)