

# Viola JSC: Our sales scheme continues to operate at high speed!

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What is the toolkit, what is the motivation of the Viola AE team to generate high agronomic values of technical assistance, empathy, and solidarity for its clients? To configure and position multifunctional concepts of good practices and correct solutions for every situation, for every problem.

In this case, there are several pieces of positive news. The first is that the Viola AE team consists of specialists with a high professional standard and key competencies. At the meeting in Burgas, this elite team announced that it is fully ready to activate and mobilize all its expert capacity and place it at the service of all its clients and partners. This is a strong message that was interpreted correctly. Viola AE declares its responsibility, commitment, and empathy to participate in resolving any type of conflict situation in the field.

Viola AE partners with leading companies on the Bulgarian market, suppliers of agrochemicals, seeds, and fertilizers – DuPont, BASF, Makhteshim Agan, Summit Agro, Eftimiadis, Agria, ABT, KWS, Euralis, and Ecofol.

Agriculture in the Sliven region is of a highly intensive and multi-directional type – the most diverse crops are grown here – cereals, oilseeds, fruits, vegetables. This means that the choice of limiting factors for their production – pesticides, seeds, and fertilizers – is of crucial importance for yield management. It is no coincidence that Viola AE works with so many partners. Another fact is also striking. The professional audience, the company's clients, have a high agronomic culture. These people are not passive consumers of information but active participants in formulating their solutions. The author of the technology for rational choice, you can guess, is the Viola AE team, which proves that the distribution institution in the Sliven region contributes to the formation of professional skills and knowledge of its clients. This remarkable team at Viola AE, which enjoys incredibly great trust from all its partners, was created by Dr. Elena Mancheva, an emblematic figure in the national agronomic community. This lady, besides being a leading specialist in plant protection, possesses an incredible entrepreneurial spirit, style, and vision. Deep down, she is a complete realist, a person of immediate goals, precise words, and clear actions.