



YOUR BRIDGE TO AUSTRALIA

At Australia Market Entry, we lay all the foundations for software businesses to build a successful sales pipeline to qualify their market entry into Australia. We ensure low risk, high return expansion, all managed with relevant cultural knowledge.

Our Core Business Services



GO-TO-MARKET ADVISORY

Go-to-market advisory is the first of four phased products that Australia Market Entry provides.

- **Workshop:** We facilitate multiple workshops with your key stakeholders to understand your company's strategy and expansion requirements.
- **Research:**
 - Assess the total addressable market and conduct target industry research for the expansion market
 - Identify relevant partners, prospects and local competition
 - Identify regional marketing events
 - Identify potential barriers to entry
- **Recommend:** We provide comprehensive research-based recommendations for your target markets in areas such as Go-To-Market Strategy, Marketing, Partnering, Sales and Operational Set-Up.
- **Deliver** A detailed presentation delivered to key stakeholders.



MARKETING

Australia Market Entry is able to support the delivery of key messages to internal and external stakeholders in the Australian market. We primarily focus on these 4 areas:

- **Internationalise:** We review collaterals and websites and advise on how you can localise your message to become Australia Ready.
- **Content Creation:** Creating Australia focussed content across written and video to make sure your story resonates.
- **Communications:** Amplifying and communicating your messages to the right audience, through the right channel, at the right time.
- **Events & Webinars:** We facilitate and promote marketing events to raise your brand awareness in Australia. Additionally, we are able to identify and attend local trade shows for you.



PARTNERING

As your bridge to Australia, we believe in the importance of proving the market through effective partnering. During this phase, we:

- **Build:** We build or improve a partner program that will help partners succeed. We are also Microsoft's official Geo Expansion Partner for Asia Pacific.
- **Recruit:** We identify, qualify and recruit target partners to build an Asia-based partner ecosystem.
- **Enable:** We enable partner sales teams to be able to sell to the best of their ability. Some support include:
 - Joining marketing events and collaterals
 - Regular education sessions
 - Facilitating implementation of partner collaboration tools
- **Manage:** We manage your partners to ensure that they are accountable to targets and support them on deals. We provide a dedicated contact point for all partner enquiries and monitor the performance of partner programs.



SALES

We are able to support you through the different stages of the sales process, helping you to successfully close your first business deal in Australia.

- **Account Plan:** Map and prioritise target customers
- **Message:** Identify target industries and roles and create specific content
- **Outreach:** Outreach to prospects and nurture through omnichannel methods
- **Qualify:** Using call scripts and qualification criteria, we confirm opportunity credentials and ensure that deals are ready to be handed to your regional sales representative
- **Closing Deals:** In the absence of a local team, we manage opportunities to closure on your behalf. We are able to take on the identity of your company and act as your Australia sales representative, using your business cards and email addresses in all communication. A local office address in Sydney can also be provided.

CONTACT US

E: contact@australiamarketentry.com